FEBRUARY 26, 1951

BROADCASTING TELECASTING

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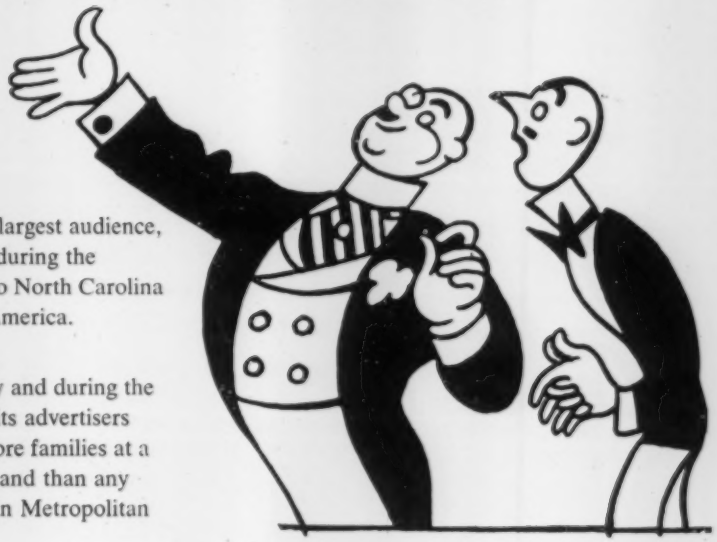
FEB 28 1951 DETROIT

We hope you're not forgetting that...



1. WOR has the largest audience, during the day and during the night—from Maine to North Carolina —of any station in America.

2. During the day and during the night, WOR brings its advertisers into the homes of more families at a lower cost-per-thousand than any other station heard in Metropolitan New York.

3. WOR's nighttime audience is 25% greater than the combined nighttime audiences of New York's four leading independent stations. During the day, families listening to WOR far outnumber those listening to the three leading independent stations. In fact, WOR's daytime listening audience is 159% greater than the leading independent station in New York. (During the night, WOR tops this station by 270%!)

4. WOR's average daily audience is greater than the weekday circulation of *any* newspaper in America.

5. In Metropolitan New York, WOR's audience *each* night is greater than the combined circulation of LIFE, LOOK, THE SATURDAY EVENING POST, COLLIER'S, TIME and NEWSWEEK!

frankly, how can you not buy WOR to sell what you want to sell?

WOR

our address is that power-full station at 1440 Broadway in New York

RADIO'S EVER MAGIC TOUCH

Listeners have paid nearly $1,500,000 to see the NATIONAL BARN DANCE broadcast from Chicago's 8th Street Theatre!

TODAY'S NATIONAL BARN DANCE ADVERTISERS

PHILLIPS PETROLEUM
7 CONSECUTIVE YEARS

FLEX-O-GLASS
13 CONSECUTIVE YEARS!

MURPHY PRODUCTS CO.
14 CONSECUTIVE YEARS!

KEYSTONE STEEL & WIRE CO.
19 CONSECUTIVE YEARS!

In the eighteen years since the NATIONAL BARN DANCE was moved to the 8th Street Theatre (it was a studio broadcast for eight years before that) 2,008,065 loyal WLS listeners have paid $1,462,750 to see the program broadcast from this one spot alone—an unequalled record in paid admittance for any radio program. And with age, its share of audience has increased—in the last year alone, according to A. C. Nielsen Company, by 49%.

It is more than just another program. The NATIONAL BARN DANCE is radio's oldest continuous, commercial program. It is a tradition—which has maintained—and increased—WLS leadership in developing loyal listeners—and customers. Its list of sponsors is impressive—even more so is the constancy of their sponsorship. It has proven and will continue to prove that radio is the magic touch that turns *people* into *customers*.

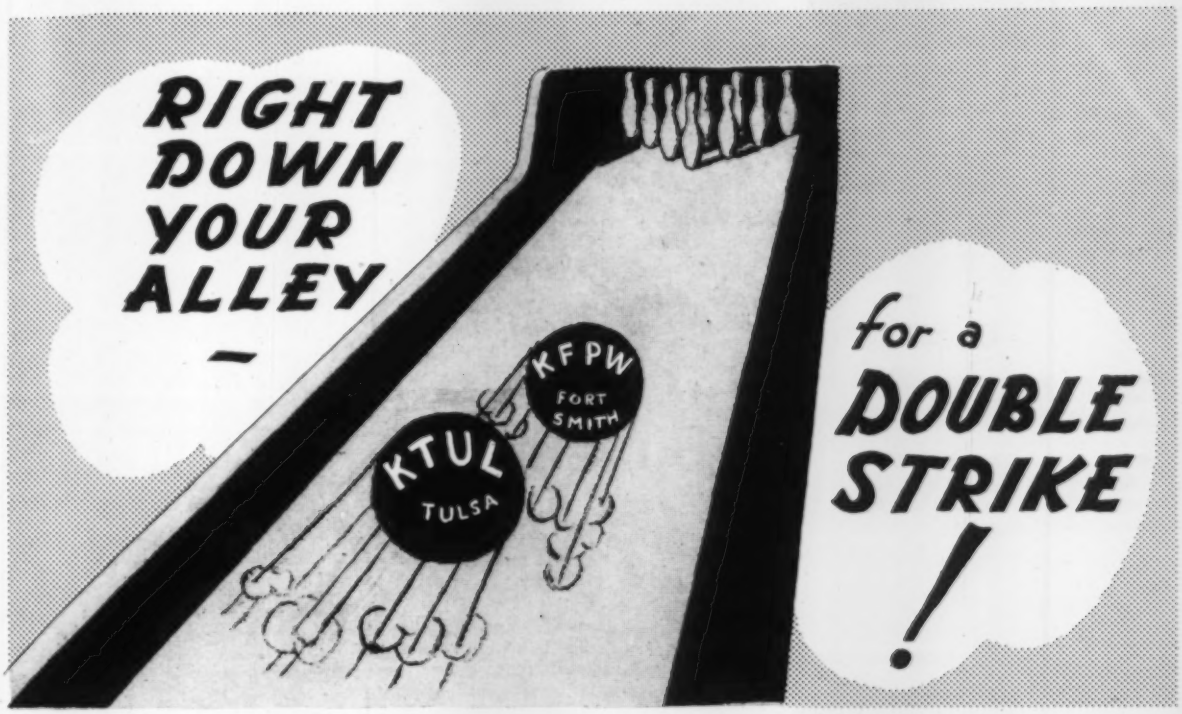
WLS can introduce you to new customers in the rich Midwest. Write WLS, or contact your John Blair man today for availabilities and facts on how Radio's magic touch can sell for you.

And now Pequot Mills, Inc., who began ½ hour sponsorship of the NATIONAL BARN DANCE late last year—another advertiser destined to turn people into customers!

WLS The PRAIRIE FARMER STATION CHICAGO 7

CLEAR CHANNEL Home of the NATIONAL Barn Dance

890 KILOCYCLES • 50,000 WATTS • ABC AFFILIATE • REPRESENTED BY JOHN BLAIR & CO.



• *EXTRA IMPACT* FOR YOUR ADVERTISING DOLLAR—WHERE IT COUNTS MOST !

● STRIKE THE BILLION-DOLLAR MARKET OF EASTERN OKLAHOMA-*Plus* THE RICH FORT SMITH TRADE AREA OF WESTERN ARKANSAS *With*— —

★ **ONE OPERATION**
★ **ONE REPRESENTATIVE**
(AVERY-KNODEL, Inc.)
★ **ONE NETWORK** ⟶
★ **ONE BUY - THE BEST**

KTUL-KFPW

JOHN ESAU – Vice President – General Manager

AFFILIATED WITH KOMA, OKLAHOMA CITY

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879

Closed Circuit

ENTHUSIASTIC response of retailers to new point-of-sale technique pitting radio against newspapers—and consistently showing superiority of time over space—will bring proposal to Broadcast Advertising Bureau that it conduct nationwide survey project. Series of 50 tests by Advertising Research Bureau Inc. reveals radio produces more traffic and more buying per retail advertising dollar than newspaper space.

WHEN LINNEA NELSON, dean of lady timebuyers, retires March 31 after 23½ years' service, her post as chief radio and TV timebuyer at J. Walter Thompson Co., New York, probably will go to her team of assistants. They are Jim Luce, Jayne Shannon and Anne Wright. Chief buyer may be appointed later, however.

SOME SMOKE, but apparently little fire, in persistent report that General Tire's Don Lee and Yankee Networks might get together with Liberty Broadcasting System on some kind of amalgamation. There have been conversations, it's admitted, and Liberty also has been talking acquisition of 51% interest in WINS New York from Crosley Broadcasting Corp.

FINAL phase of FCC functional realignment —creation of Broadcast Bureau—is about to be entered. Staff reports in works several months, due upon Chairman Coy's return in mid-March, with action to follow as soon as personnel is selected. In forefront among prospects for key post of director of broadcast services is Harry Plotkin, assistant general counsel, FCC's most powerful and controversial staff figure. So far, no others mentioned and Mr. Plotkin himself has not formally announced his candidacy.

SEQUEL to new era of harmony in Radio-Television Mfrs. Assn., reflected in unanimous election of RCA Vice President Glen McDaniel as first paid president [BROADCASTING • TELECASTING, Feb. 19], may be affiliation of Admiral —only top manufacturer outside fold. Admiral's president, Ross D. Siragusa, understood to like new organization structure, which becomes effective with Mr. McDaniel's assumption of office April 1.

CONVENTION hall will be needed if NAB, NAB-TV and first cousin, BAB, ever bring boards of directors together. Sixty directorships now filled by 54 persons with NAB having 27, NAB-TV 11 and BAB 22 directors.

LESS COMMERCIALISM for Canadian Broadcasting Corp., separate regulatory body for Canadian broadcasting, and divorcement of CBC from regulating industry, are to be recommended by Royal Commission on Arts, Letters and Sciences. Report to be out March 1.

AMERICAN Cigarette & Cigar Co. (Pall Mall) planning to go weekly with *Big Story* program effective May 6. Program now running alternate Fridays 9:30-10 p.m. on NBC-

(Continued on page 82)

Upcoming

Feb. 26-28: Florida Assn. of Broadcasters and Florida State General Extension Division Sports Clinic, Gainesville, Fla.

Feb. 26-March 1: Canadian Assn. of Broadcasters meeting, Chateau Frontenac, Quebec, Que.

March 1: BAB Board Meeting, BAB Hdqrs., New York.

March 2-3: Fourth Annual Western Radio-TV Conference, Hollywood, Calif.

March 3: Sixth Annual Radio-TV Conference, Michigan State College, East Lansing.

(Complete list of Upcomings on page 70)

Bulletins

AMERICAN SAFETY RAZOR Co., New York, through McCann-Erickson, New York, preparing spot announcements radio campaign in 25 markets for Silver Star blades. Starting March 29, contracts will range from seven to 25 weeks.

SEAPAK Inc., St. Simmons Island, Ga. (Quick Frozen seafood), appoints Gordon Baird, New York, as agency. Firm currently using spot TV and radio in eight markets and plans to expand schedule as distribution expands. Frank Cogan is account executive.

PROCTER & GAMBLE'S Spic and Span, through Biow Co., New York, in March will start one-minute spots nighttime in about 30 radio markets.

RADIO SET OUTPUT HOLDS HIGH 1950 LEVEL

JANUARY radio set production held near 1950 levels, only 1% below average for year, according to Radio-Television Mfrs. Assn. Last month's production was estimated at 1,203,591 radios, including 785,983 home sets, 346,799 auto receivers and 70,809 portables. Monthly average in 1950 was 1,215,825.

TV set production, estimated at 639,499 in January, was 3% above 1950 monthly average of 621,983 sets. RTMA showed total of 7,068,000 TV sets shipped during 1950. Difference between this total and estimate of TV set production in 1950 of 7,463,800, was accounted for by delay in distribution of receivers from the manufacturer through distributor and to nation's dealers. December TV set shipments amounted to 691,000.

RADOX REPLY DEADLINE

A. C. NIELSEN Co. and C. E. Hooper Inc. have until March 1 to answer amended complaint filed in Philadelphia by Albert E. Sindlinger, in behalf of his defunct Radox research operation. Unfair business practices, interference with patent relationships and anti-trust violations are being charged [BROADCASTING • TELECASTING, April 3, 1950].

RATE WARNING

ESTHER O'JALA, timebuyer for Doherty, Clifford & Shenfield, New York, on Ipana account, has notified several stations that Ipana will cancel its advertising on any station that allows local rates to national advertisers.

Business Briefly

ELGIN TO Y&R ● Elgin National Watch (
Elgin, Ill., names Young & Rubicam, Chica
to handle all advertising on its watches and
products of company's new subsidiary, Wa
worth Watch Case Co., in Dayton, Ky.
pointment effective immediately. Media be
discussed. Former agency, J. Walter Thom
son Co., Chicago.

RADIO, TV PLANNED ● Lee Pharmac
Shadow Wave to name McCann-Erickson
agency. Both radio and television planned

STARTS 'HOTEL' ● Cluett Peabody & (
New York, sponsoring *Holiday Hotel*
alternate week basis, over ABC-TV, Thu
9-9:30 p.m., beginning March 15 [CLOS
CIRCUIT, Feb. 19]. Agency, Young & Rubica
New York.

SPOT URGED ● Spot radio campaign f
Vip (bleach) recommended by Hilton & R
gio, New York.

PIEL'S LOOKING ● Piel's beer, recently a
quired by Kenyon & Eckhardt, New York,
market for TV show for local station ca
paign.

NEW HUDNUT ITEM ● Richard Hudn
will name Dancer-Fizgerald-Sample, Ne
York, to handle new hair color product. Te
vision included in plans.

C&W MAIL ORDER FIRM FACES CONTRACT SUIT

COWAN & WHITMORE ENTERPRISE
Los Angeles mail order firm, already und
investigation by Federal grand jury for pu
Christmas ornament deal, now faces breac
of contract suit filed by Joseph T. Maloof a
Albert L. Leisy, owners of Endure, nyl
strengthening product.

Plaintiffs also demanding accounting
profits, claiming in suit that $11,200 is d
them. Contract reportedly made last July a
product was heavily advertised on TV duri
summer and fall. Cowan & Whitmore enter
general denial.

RICHARDS PLEA DENIED

FCC Friday announced adoption of memora
dum opinion and order denying Nov. 20, 19
petition of G. A. Richards Stations' couns
seeking reconsideration of designation of st
tion license renewal applications for hearin
and grant without further hearing; or in a
ternative, that FCC specify sole issue whethe
record of stations since last renewal estab
lished that granting would serve public in
terest. FCC also denied request for oral ar
gument on petition.

AFM SESSIONS RECESS

AFM-network retroactivity deadline (s
story, page 24) extended indefinitely late Fr
day, as negotiators in New York recessed u
til 3 p.m. today (Monday). AFM Presiden
James C. Petrillo said definite progress ha
been made. Network spokesman had no com
ment, but it is believed substantial portions
national issues were resolved, subject to su
sequent agreement on remaining issues an
demands of locals.

If you ran a single diner

a solo sandwichman might make a perfectly adequate advertising campaign

But if you ran a thousand diners

in scores of different markets.. if you had to keep many thousands of chairs occupied, instead of only a dozen.. you'd want to tell the world of your wares. Literally, you'd want to *broadcast* your story.. to an ever-*growing* number of men and women and children, at home, at work, in cars, and on vacation. This is exactly what leading advertisers are doing today.. in the rich and populous market-areas of Philadelphia, Pittsburgh, Boston, Springfield, Fort Wayne, and Portland, Oregon.. via Westinghouse Radio Stations. All told, these stations reach areas with a population of more than 23 million. And their audience keeps increasing! For availabilities, check Free & Peters.

WESTINGHOUSE RADIO STATIONS Inc

KDKA • KYW • KEX • WBZ • WBZA • WOWO • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

NEWS DIRECTORS SAY "WOW's NEWS IS BEST!"

The NATIONAL ASSOCIATION OF RADIO NEWS DIRECTORS awarded WOW its 1950 plaque for

"OUTSTANDING PREPARATION and PRESENTATION of the NEWS"

• When 400 men in the same profession agree that WOW's news presentation is the best, it MUST be good!

WOW Newscasts carried 77,237 stories in 1950 — an increase of nearly 2,000 stories over the previous year!

***RIGHT NOW* NEWS is the Hottest Advertising Buy in Radio.**

and WOW's NEWS is the NATION'S BEST!

RADIO WOW OMAHA

FRANK P. FOGARTY, General Manager ★ JOHN BLAIR CO., Representatives

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc

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WASHINGTON HEADQUARTERS

SOL TAISHOFF, *Editor and Publisher*

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NEW YORK BUREAU 488 Madison Ave., Zone 22, *PLaza 5-8355;* **EDITORIAL:** Edwin H. James, *New York Editor;* Florence Small, *Agency Editor;* Pete Dickerson, *Assistant to New York Editor;* Gretchen Groff, Martha Koppel.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *ELgin 0775;* James Montagnes.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

• Reg. U. S. Patent Office

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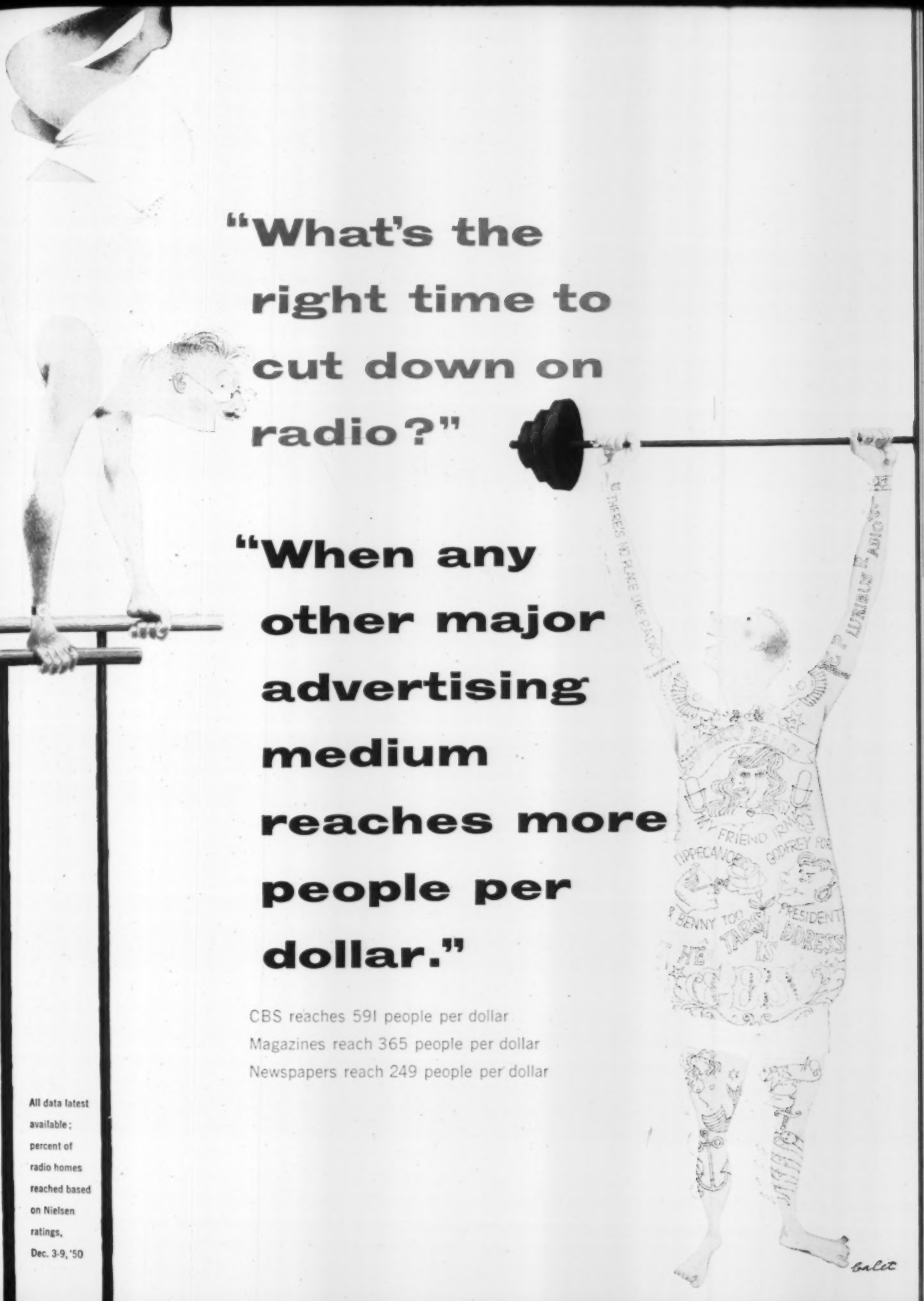

"What's the right time to cut down on radio?"
"When any other major advertising medium reaches more people per dollar."
CBS reaches 591 people per dollar
Magazines reach 365 people per dollar
Newspapers reach 249 people per dollar
All data latest available; percent of radio homes reached based on Nielsen ratings, Dec. 3-9, '50

COMPARATIVE NETWORK SHOWSHEET

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Drew Pearson (273) R*	Wildroot Charlie Wild (185)	Roy Rogers	The Big Show OT (166)
6:15	Seeman Bros. Mon. Headlines (268) R	"	Quaker Roy Rogers (512)	"
6:30	TBA	C-P-P., Our Miss Brooks (152) R	Cudahy Packing Nick Carter (332)	*OT
6:45	"	"	"	"
7:00	Richard Wallace	Amer. Tob. Co. Jack Benny (190) R	Affairs of Peter Salem	OT
7:15	"	"	"	"
7:30	Mystery File S	Rexall Amos 'n' Andy (183)	General Foods Juvenile Jury	Phil Harris-Alice Faye Show S
7:45	"	"	"	"
8:00	Stop the Music S	Coca-Cola C. McCarthy Show (192)	Singing Marshal	Hedda Hopper Show S
8:15	Stop the Music S	"	"	"
8:30	Mars, Inc. Stop the Music (171)	P&G Tide Red Skelton (152)	Enchanted Hour	U. S. Steel Theatre Guild (169)
8:45	Old Gold Stop the Music (198)	"	"	"
9:00	Richard Hudnut Walter Winchell (281)	Electric Cos. Corliss Archer (167)	Opera Concert	"
9:15	Andrew Jergens Louella Parsons (283)	"	"	"
9:30	Sterling Drug Album of Familiar Music (212)	Philip Morris Horace Heidt (175)	Wm. Hillman	Tales of the Texas Rangers S
9:45	"	"	War Review	"
10:00	Botany Mills Ginny Simms Show (83)	Carnation Co. Contented Hour (180)	Oklahoma Symphony Orchestra	$64 Question S
10:15	Burton Dixie Corp., Paul Harvey (118)	"	"	"
10:30	Co-op . George Sokolsky	Longines-Wittnauer, Choraliers (143)	"	Voices and Events
10:45	Harry Wismer S	"	"	"

MONDAY

	ABC	CBS	MBS	NBC
	Not in Service Mon-Fri. 6-7 p.m.	Metro. Life Ins. Allan Jackson (22)	Repeat of Kid Strips	News Bob Warren S
	"	You and the World S	"	Parade of Sports 6:15-6:20 S
	"	No Network	"	Music 6:20-6:45 S
	"	P & G Ivory Lowell Thomas (103) R	"	Sun Oil Co. 3-Star Extra (34)
	Co-op* Headline Edition	P & G Dreft Beulah (110) R	Co-op Fulton Lewis jr. (302)	Pure Oil Co. Kaltenborn (31)
	Co-op Elmer Davis	P & G Tide Show (143) R	Dinner Date S	Echoes from the Tropics
	General Mills Lone Ranger (145) R	Campbell Soup Club 15 (155) R	Noxzema Gabriel Heatter (97)	Miles Labs. News of World (153)
	"	Am. Oil-Hamm. Ed. Murrow (115)	Co-op Mutual Newsreel	Miles Labs. One Man's Fam. (150) H R
	Mars Inc. Inner Sanctum	Bromo Seltzer Hollywood Star Pt'house (161) R	Hashknife Hartley	A. A. of RR's Railroad Hour (169)
	"	"	"	"
	General Motors Henry Taylor	Lever-Lipton Godfrey Talent Scouts (159) R	8:30-8:55 Crime Fighters	Firestone Voice Firestone (139)
	World Wide Flashes S	"	"	"
	Martha Lou Harp S	Lever-Lux Lux Radio Theatre (176)	Murder By Experts S	Bell Telephone Telephone Hour (155) R
	Manhattan Maharajah S	"	"	"
	Johnny Desmond S	"	War Front—Home Front	Cities Service Band of America (83) N
	"	"	"	"
	US Army & Air Force, Let's Go With R Flanagan	Lvr.-Pepsodent My Friend Irma (178)	A. F. of L. Frank Edwards (133)	Boston "Pops" Orchestra *OT
	"	"	I Love A Mystery	"
	Sterling Drug J. B. Kennedy (287)	R. J. Reynolds Bob Hawk (186)	This Is Europe	OT
	United or Not? 10:35 to 11 S	"	"	"

TUESDAY

	ABC	CBS	MBS	NBC
	Not in Service	Metro. Life Ins. Allan Jackson (22)	Repeat of Kid Strips	News Bob Warren S
	"	You and the World S	"	Parade of Sports 6:15-6:20 S
	"	No Network	"	Music 6:20-6:45 S
	"	P & G Ivory Lowell Thomas (103) R	"	Sun Oil Co. 3-Star Extra (33)
	Co-op* Headline Edition	P & G Dreft Beulah (110) R	Fulton Lewis jr (302)	Pure Oil Co. Harkness (27)
	Co-op Elmer Davis	P & G Tide Show (143) R	Dinner Date	Echoes from the Tropics
	General Mills Armstrong of the S.B.I. (162)	Campbell Soup Club 15 (155) R	Rhodes Pharm. Gabriel Heatter (224)	Miles Labs. News of World (153)
	"	Am. Oil-Hamm. Ed. Murrow (115)	Co-op Mutual Newsreel	Miles Labs. One Man's Fam. (150) H R
	Mars Inc. Can You Top This?	Sterling Drug Mystery Theater (151) R	Count of Monte Cristo S	duPont Cavalcade of Am (154)
	"	"	"	"
	I Fly Anything S	C-P-P'thPwdr. Mr & Mrs. North (152) R	Official Detective S	Lewis-Howe Baby Snooks (167)
	"	"	"	"
	Co-op Town Meeting	Wm. Wrigley Life with Luigi (175)	John Steele Adventurer	Liggett & Myers Bob Hope (169)
	"	"	"	"
	"	Philip Morris Truth or Consequences (150)	Mysterious Traveler	Pet Milk Fibber McGee & Molly (151)
	Chr. S. Monitor Views the News R	"	"	"
	Met Auditions of the Air S	U.S. Army The Lineup (181)	A. F. of L. Frank Edwards (22)	Lever Bros. Big Town (134)
	"	"	I Love A Mystery	"
	Sterling Drug J. B. Kennedy (307)	Capitol Cloak Room	Dance Orchestra	Brown & Wmsn. People are Funny (168)
	Treasury Show 10:35-11 S	"	"	"

BROADCASTING

DAYTIME

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Milton Cross Opera Album S	* World News	Elder Michaux Happiness Hour	Co-op World News Leon Pearson
9:15	"	* E. Power Biggs S	"	Wormwood Forest S
9:30	Voice of Prophecy, VoIP Inc. (105)	"	Dixie 4 Quartet	We Remember (9:30-10 Spl.)
9:45	"	Trinity Choir	Music	Hudson Coal D&H Miners Spl. (14)
10:00	Message of Israel S	Church of Air S	Radio Bible Class (286)	National Radio Pulpit S
10:15	"	"	"	"
10:30	Negro College Choirs S	"	Voice of Prophecy (319)	Dr. Peale Art of Living S
10:45	"	Church of Air S	"	News Highlights S
11:00	Fine Arts Quartet S	Salt Lake City Tabernacle	Christian Rel. Church Back to God (266)	Faultless Starch Time (50) Spl.
11:15	"	"	"	The UN Is My Beat
11:30	The Christian In Action S	Invitation to Learning* S	N'western U. Review S	Prentice-Hall W. W. Chaplin Outwitting Your Years (48)
11:45	"	"	"	"
12:00 N	News S	People's Platform	College Choirs	America United S
12:15 PM	Foreign Reporter S	"	"	"
12:30	Piano Playhouse S	Howard K. Smith	News	The Eternal Light S
12:45	"	Richfield C. Collingwood (35)	Dawn Bible Frank & Ernest	"
1:00	Sammy Kaye's Sun. Serenade S	N. Y. Phil. Sym.	Acoustiocon Fulton Lewis At Home	U. of Chicago Round Table
1:15	"	"	Washington Report	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
	General Mills Breakfast Club (251) R	Co-op News	Co-op Robt. Hurleigh	Jack Baker Show S
	Swift & Co. Breakfast Club (316) R	Barnyard Follies S	Co-op Tell You Neighbor	"
	"	"	Tennessee Jamboree	Clevelandaires S
	Philco Corp. Breakfast Club (298)	"	"	"
	Sterling Drug My True Story (216) R	Toni A. Godfrey (171) R	Co-op Cecil Brown (30)	P&G, Welcome Travelers (142)
	"	Lever-Rinso A. Godfrey (179) R	Faith Our Time S*	"
	General Mills Betty Crocker (202) R	Pillsbury, Reid-Murdock, Godfrey (180) R	Dixieland Breakfast Club	Swift & Co.* Red Foley Show (48) Spl.
	Serutan V. Lindlahr (148)	Natl. Biscuit A. Godfrey (182) R	"	Campbell 10:30-11 Double or Nothing (132)
	Philip Morris Modern Romances (228)	Liggett & Myers A. Godfrey (190) R	Co-op Ladies Fair	Bristol-Myers Break the Bank (165) M-W-F
	David Amity S	"	"	"
	Quick as a Flash S	Contnl. Baking Grand Slam (49)	Lorillard-Kraft* Queen for A Day	Prudential Ins. Jack Berch (141)
	"	P&G Ivory Snow Rosemary (136)	"	Armour Dial Dave Garroway (166)
	Philip Morris J. Olsen Show (231)	General Foods Wendy Warren (150)	Co-op Kate Smith Speaks	No Network Service
	Sweeny & March S	Lever Bros. Aunt Jenny (90)	Lanny Ross S*	Pickens Party S
	Not In Service	Whitehall Helen Trent (167)	Miscellaneous Program	No Network Service
	"	Whitehall Our Gal Sunday (181)	Crust Dough Burrus, Lt. (MWF)	Manhattan Soap Love & Learn (157)
	Baukhage	P&G Ivory, Spic & Span, Big Sister (142)	Co-op Cedric Foster	Radio City USA M&T, Music W-Th-F
	Co-op Nancy Craig	P&G Oxydol Ma Perkins (147)	Luncheon with Lopez	Lou Webb Organ., Pickens Party Rpt.

SATURDAY

	ABC	CBS	MBS	NBC
	Co-op No School Today	Co-op News	(Network Opens 10 a.m.)	Coffee in Washington S
	"	Barnyard Follies S	"	"
	"	"	"	Boston Sym. Dress Rehearsal S
	"	Garden Gate Ferry-Morse (183)	"	"
	"	Carnation Family Party (127) R	Miscellaneous Program S	Mind Your Manners
	"	"	"	"
	"	Coca-Cola Refreshment Time, Morton Downey (181)	News	Pet Milk Mary Lee Taylor (151)
	"	"	Helen Hall	"
	The New Junior Junction S	Cream of Wheat Let's Pretend (154) *	B. Moore & Co. Your Home Beautiful	Adventures of Archie Andrews S
	"	"	Soldier's Serenade	"
	Bible Messages S	Bymart Somerset Maugham (147)	Georgia Crackers	Brown Shoe Ed McConnell (163)
	Bill Watson S	"	"	"
	101 Ranch Boys S	Armstrong Cork Theater of T'day (176)	Quaker Oats Man on the Farm	Barrisult Washington News
	"	"	"	Public Affairs S
	American Farmer S	Pillsbury Mills Grand. Con. Sta. (154) *	"	US Marine Band
	"	"	"	"
	Navy Hour S	Armour Stars Over Hollywood (181)	News S	Allis-Chalmers Natl. Farm & H. Hour (166)
	"	"	Jerry & Sky S	"

SUNDAY

	ABC
1:30	
1:45	
2:00	
2:15	
2:30	
2:45	
3:00	
3:15	
3:30	
3:45	
4:00	
4:15	
4:30	
4:45	
5:00	
5:15	
5:30	
5:45	

TUESDAY

ABC	MBS	NBC
Not in Service	Sound of Air Strips	News Bob Warren $
"	"	Parade of Sports 6:15-6:20 $
"	"	Music 6:20-6:45 $
"	"	Sun Oil Co. 3-Star Extra (34)
Elmer Lewis jr. (29)	Elmer Lewis jr. (29)	Pure Oil Co. Kaltenborn (31)
Dinner Date	Dinner Date	Playboys
Defense Digest Weather	Defense Digest Weather	Miles Labs. News of World (153)
Co-op Mutual Newsreel	Co-op Mutual Newsreel	Miles Labs. One Man's Fam. (150) H R
The Hidden Truth $	The Hidden Truth $	Schlitz Halls of Ivy (170)
"	"	"
International Airport	International Airport	Kraft Gildersleeve (151)
"	"	"
L&M Plus $	L&M Plus $	DeSoto-Plym'th Dealers (171) Groucho Marx You Bet Your Life
"	"	"
Family Theatre	Family Theatre	Bristol Myers Dist. Attorney (169)
"	"	"
A. F. of L. Frank Edwards (22)	A. F. of L. Frank Edwards (22)	Am. Cig. & Cig. The Big Story (173)
I Love A Mystery	I Love A Mystery	"
Dance Orchestra $	Dance Orchestra $	Short Story $
"	"	"

WEDNESDAY

ABC	MBS	NBC
Not in Service	Sound of Air Strips	News Bob Warren $
"	"	Parade of Sports 6:15-6:20 $
"	"	Music 6:20-6:45 $
"	"	Sun Oil Co. 3-Star Extra (34)
Co-op* Headline Edition	Elmer Lewis jr. (29)	Pure Oil Co. Kaltenborn (31)
Co-op Elmer Davis	Dinner Date	Playboys
General Mills Armstrong of the S.B.I. (162)	Defense Digest Weather	Miles Labs. News of World (153)
"	Co-op Mutual Newsreel	Miles Labs. One Man's Fam. (150) H R
Screen Guild Players $	The Hidden Truth $	Schlitz Halls of Ivy (170)
"	"	"
"	International Airport	Kraft Gildersleeve (151)
"	"	"
Old Gold Orig. Amateur Hour (232)	L&M Plus $	DeSoto-Plym'th Dealers (171) Groucho Marx You Bet Your Life
"	"	"
"	Family Theatre	Bristol Myers Dist. Attorney (169)
Lee Hats R. Montgomery (276)	"	"
Time for Defense $	A. F. of L. Frank Edwards (22)	Am. Cig. & Cig. The Big Story (173)
"	I Love A Mystery	"
Sterling Drug J. B. Kennedy (207)	Dance Orchestra	Short Story $
Illusion 10:35-11 $	"	"

THURSDAY

ABC	CBS	MBS	NBC
Not in Service	Metro. Life Ins. Allan Jackson (22)	Repeat of Kid Strips	News Lionel Ricau $
"	You and the World $	"	Parade of Sports 6:15-6:20 $
"	No Network	"	Music 6:20-6:45 $
"	P & G Ivory Lowell Thomas (102) R	"	Sun Oil Co. 3-Star Extra (32)
Co-op* Headline Edition	P & G Dreft Beulah (110) R	Fulton Lewis jr. (291)	Pure Oil Co. Harkness (29)
Co-op Elmer Davis	P & G Tide Show (143) R	Dinner Date	Playboys
General Mills Armstrong of the S.B.I. (162)	Campbell Soup Club 15 (155) R	Gabriel Heatter	Miles Labs. News of World (153)
"	Am. Oil-Hamm. Ed. Murrow (115)	Co-op Mutual Newsreel	Miles Labs. One Man's Fam. (150) H R
Screen Guild Players $	P&G. Gen. M F.B.I. (148) R	California Caravan $	Gen. Foods Aldrich Family (152)
"	"	"	"
International Airport	Whitehall Mr. Keen (157) R	Pal Blades Rod & Gun Club (133)	Gen. Foods Father Knows Best (170)
"	"	"	"
Old Gold Orig. Amateur Hour (232)	Electric Auto-Lite, Suspense (174)	True or False	L&M Fatima Dragnet (167) R
"	"	"	"
"	Hall Bros. Hallmark Playhouse (174)	Co-op Reporter's Round-up	Gulf Refining Counter-Spy (117)
"	"	"	"
Time for Defense $	Philip Morris Playhouse (148)	A. F. of L. Frank Edwards (22)	Screen Directors' Playhouse OT
"	"	I Love A Mystery	"
Sterling Drug J. B. Kennedy (207)	Frankie Carle Orchestra	Dance Orchestra	OT
Illusion 10:35-11 $	"	"	"

FRIDAY

ABC	CBS	MBS	NBC
Not in Service	Metro. Life Ins. Allan Jackson (22)	Repeat of Kid Strips	News Lionel Ricau $
"	You and the World $	"	Parade of Sports 6:15-6:20 $
"	No Network	"	Music 6:20-6:45 $
"	P & G Ivory Lowell Thomas (102) R	"	Sun Oil Co. 3-Star Extra (32)
Co-op* Headline Edition	P & G Dreft Beulah (110) R	Fulton Lewis jr. (291)	Pure Oil Co. Kaltenborn (29)
Co-op Elmer Davis	P & G Tide Show (143) R	Dinner Date	Playboys
General Mills Lone Ranger (145)	Campbell Soup Club 15 (155) R	Pearson Pharm. Co. Gabriel Heatter	Miles Labs. News of World (153)
"	Am. Oil-Hamm. Ed. Murrow (115)	Mutual Newsreel	Miles Labs. One Man's Fam. (150) H R
Rynlds. Tbc. Co. R. Diamond Pvt. Detective (251)	Songs for Sale	Magazine Theatre	Nero Wolfe $
"	"	"	"
Equitable Life This Your FBI (235) R	"	Music	Sam Spade $
"	"	"	"
Heinz Ozzie & Harriet (233)	Hear It Now	Air Force Hour $	The Magnificent Montague OT
"	"	"	"
Pac. C. Borax The Sheriff (114)	"	Bandstand U.S.A.	Duffy's Tavern *OT
"	"	"	"
Gillette Fights (234)	Phillips Petro. Rex Allen Show (66)	A. F. of L. Frank Edwards (133)	Pabst Life of Riley (161)
"	"	I Love A Mystery	"
American Sports Page $	Dance Orchestra	Dance Orchestra	Col.-Palm.-Peet Sports Newsreel (75)
"	"	"	Pro & Con $

SATURDAY

ABC	CBS	MBS	NBC
6:05 p.m. Saturday Strings	News Griffing Bancroft $	Harmony Rangers	Bob Warren News
Una May Carlisle $	Memo from Lake Success $	"	Earl Godwin's Washington
Harry Wismer $	Saturday Sports Review $	Organ Music	NBC Symphony $
Labor-Management $	Richfield L. Leseuer (35)	"	"
Labor-Management $	Yours Truly Johnny Dollar	Co-op Al Helfer	"
Co-op Bert Andrews	"	Twin Views	"
Buzz Adlam	R. J. Reynolds Vaughn Monroe (165) R	Comedy of Errors 7:30-7:55	Brws. & Wmsn. Pple. are Funny (72) Sal.*
"	"	7:55-8: State Farm Auto Ins. Co. C. Brown	Noah Webster Says $
Shoot the Moon $	Wrigley Gene Autry (173)	Ronson Metal 20 Questions (501)	Dangerous Assignment OT
"	"	"	"
Marry-Go-Round $	Gen. Foods Hopalong Cassidy (150) R	Take A Number	The Man Called "X" *OT
"	"	"	"
What Makes You Tick? $	Gen. Foods Gangbusters (150) R	Hawaii Calls	Amer. Tob. Co. Your Hit Parade (167) R
"	"	"	"
Jay Stewart $	Gen. Foods My Favorite Husband (153)	Lombardo U.S.A. $	C-P-P Co. Dennis Day Show (147)
"	"	"	"
Saturday at Shamrock $	Carter Prod. Sing It Again (134)	Chicago Theatre of the Air $	C-P-P Co. Judy Canova (145)
"	Sing It Again	"	"
Dixieland Jam-Bake $	Sterling Drug Sing It Again (141)	"	R. J. Reynolds Grand Ole Opry (161)
"	"	"	"

SUNDAY

ABC	MBS	NBC
National Vespers $	Lutheran Hour (Lutheran)	Amer. Trucking Assn., Am. Frm. of the Air (166) R
"	"	"
Dr. Bill Cunningham's Omnibus	Music with Trendler	The Catholic Hour
"	"	" (News 3 min.)
Phil's Hawaiian Orchestra $ (140)	Co-op Bill Cunningham (75)	Mutual Benefit Ins., Bob Considine (160)
"	Mr. Mystery	The Girl From Paris
This Is Your Land Around World (33)	Challenge of the Yukon	Hormel, Music with the Hormel Girls (45)
"	"	"
Lt. Mrs. Lohr, Lutheran (17)	Bobby Benson	Miles Labs. Quiz Kids (161)
"	"	"
General Bell's Old-Fashioned Revival (50)	Under Arrest $	Kraft The Falcon (151)
"	"	"
"	US Tobacco Wm. Gargan Private Investgr. (300)	The Saint $
"	"	"
Author Meets Critics $	US Army & Air Force The Shadow	Pepsi-Cola Co. Dimension "X" Sts. 3, 4, 5-5:25
"	"	Robt. Trout Norwich Pharm. 5:25-5:30 (160)
Goodyear's Greatest Ever Tales	Williamson True Detective Mysteries (472)	Trans World Airlines, Mr. & Mrs. Blandings (68)
"	"	"

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
Not In Service	P&G Crisco Dr. Malone (144)	Luncheon with Lopez	Co-op News George Hicks $
Not in Service	P&G Duz Guiding Light (148)	Tony Fontaine & Co.	Love & Learn (Rpt.) (154)
Co-op Welcome to Hollywood	Gen. Fds.-Jello Mrs. Burton (75) Quaker (35)	Co-op Heatter's Mailbag	Campbell Soup Double or Nothing (133)
"	P&G Tide Perry Mason (149)	Harvey Harding Sings*	"
Serutan John B. Kennedy	Toni Co. Nora Drake (156)	Say It with Music	General Mills Live Like A Millionaire (75)
Frances Scully $	P&G Ivory Fl. Brighter Day (108)	"	"
Benny Rubin Show $	Miles Labs. Hilltop House (141)	Co-op Bob Poole Show	P&G Life-Beautiful (153)
"	Col.-Palm.-Peet Kings Row (59)	"	P&G Road of Life (156)
Hannibal Cobb $	Pillsbury House Party (157) *	"	P&G Pepper Young (157)
Talk Back $	"	"	P&G Right to Happiness (155)
Surprise Package $	Col.-Palm.-Peet Strike It Rich (134) R	Miscellaneous Programs	Sterling Drug Backstage Wife (147)
"	"	"	Sterling Drug Stella Dallas (147)
Recipe for Listening $	Treasury Bandstand	B&D Chucklewagon	P&G Lorenzo Jones (144)
Ted Malone $	" 4:55-5 News	"	Sterling Drug T. widder Brown (147)
Big Jon & Sparky $	M Music You Know T-W	Kellogg Mark Trail M-W-F	General Foods When Girl Marries (83)
Eff. 3-5-51	The Chicagoans Th-F	National Biscuit Tu-Th	General Foods Portia Faces Life (92)
"	St. Louis Mat.	S. Arrow (343)	"
"	M-F Tea Tune Time	Derby Sky King* Tu-Th 5:30-6	Whitehall Just Plain Bill (110)
"	Miles Labs. Curt Massey Time (143) R	Kellogg M-W-F 5:30-5:55 Beatty 5:55-6 V. Borge	Whitehall Front Page Farrell (119)

SATURDAY

ABC	CBS	MBS	NBC
American Jazz	Toni Co. Give and Take (150)	Jose Melis Trio	Radio City USA
Baron Elliott Ostette	"	"	"
Texas Co. Met Opera	Hormel & Co. Music with H Girls (114)	Symphonies for Youth	Battleground for Peace
"	"	"	"
"	Sonotone Galen Drake (84)	"	Slim Bryant & His Wildcats
"	Dave Stephens Show	"	"
"	"	Caribbean Crossroads	TBA
"	Adv. in Science	"	"
"	Report From Overseas	Dunn on Discs	US Army Band
"	Farm News	"	"
"	Make Way For Youth	Sports Parade $	Green Cross Song Festival
"	"	"	TBA
"	Cross-Section USA	Brewing Corp. of Am., Carling's Takes You to the Races	Big City Serenade
"	"	Hoffman Quintet	"
Tea & Crumpets	Radio Reporter's Scratchpad	Bobby Benson	First Piano Quartet
"	Songs By Symington	"	"
"	Saturday At The Chase	Challenge of the Yukon	Living 1951
Club Aluminum Club Time (20)	"	"	"

Explanatory: Listings in order: Sponsor, name of program, number of stations; $ sustaining; R rebroadcast West Coast; TBA to be announced. Time is EST.

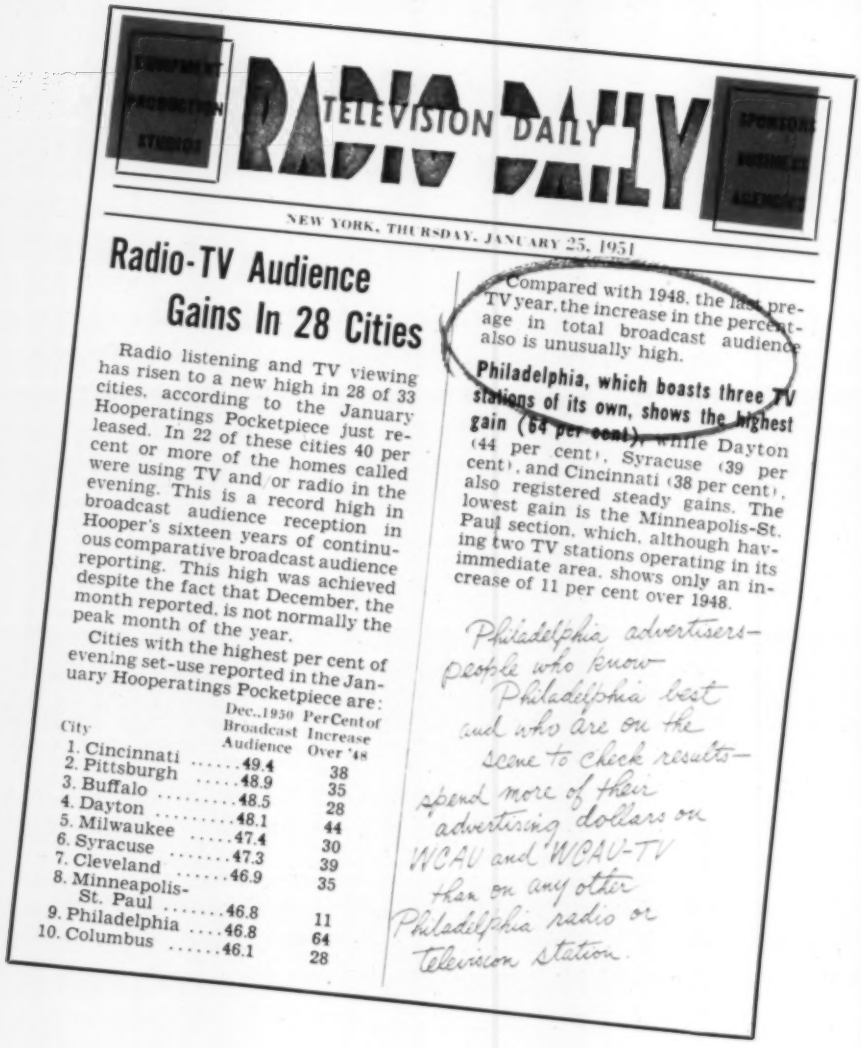
ABC
4-4:25 PM Sun., Sponsorship cancelled eff. 2-18-51
4:30-5 AM Mon.-Fri., Philip Morris, Walter Cronkite, 125 stations.
4:30-5 PM Mon. & Fri., Space Patrol, 125 stations.
4:30-5 PM Tues., Thur., Superman, 125 stations.
4:30-5 PM Wed., Black Hawk, 125 stations.
4:30-5 PM Mon.-Fri., Edwin C. Hill.
4:30-4 PM M-W-F, American Bakeries Co., Lone Ranger, 68 stations.

CBS
8:30-8:45 AM Sun., General Foods, Sunday Morning Gathering, 108 stations.
8:30-8:45 AM M-F, General Foods, Reading Valley Country Store, 96 stations.
11:15-11:30 AM Sun., Campbell Soup Co., Bill Stadel News, 108 stations.
11:30-11:35 AM Sun., Animal Foundation Inc., Bill Stadel News, 98 stations.
2:30-4 PM M-F, also Sat. 12:30-1 PM Pillsbury Mills Inc., Cedric Adams, 134 stations.
10:30 PM Fri. We Take Your Word, audience participation, split network.

NBC
4:30-5 PM Mon.-Fri., Bill Henry & the News, Johns-Manville, 94 stations.
10:30-10:35, 11:30-11:35 AM Mon.-Fri., 12:30-12:35, 2:30-2:35, 4:30-4:35 PM Mon.-Fri., Bob-O Reporter, R. T. Balfour Co.
5:30-5:45 noon Tues., Thur., Kraft Foods Co., co-sponsors Queen for a Day.
2:45 PM Tues., Thur., Bobby Benson, Kraft Foods Co.

NBC
7:30-8 PM Mon.-Fri., Operation Tandem programs sponsored by Whitehall Pharmacal et al.
9:30-10 AM Mon.-Fri., Alex Drier, Shelly Oil Co., 58 stations.
9:45-10 AM, Sat., This Farming Business, Shelly Oil Co., 58 stations.
10:30-10:45 AM Mon.-Fri., Cal Tinney, General Mills, 11 stations.

BROADCASTING
The Business Weekly of Radio and Television
TELECASTING
February 26, 1951 Copyright 1951



TELEVISION DAILY

RADIO DAILY

NEW YORK, THURSDAY, JANUARY 25, 1951

Radio-TV Audience Gains In 28 Cities

Radio listening and TV viewing has risen to a new high in 28 of 33 cities, according to the January Hooperatings Pocketpiece just released. In 22 of these cities 40 per cent or more of the homes called were using TV and/or radio in the evening. This is a record high in broadcast audience reception in Hooper's sixteen years of continuous comparative broadcast audience reporting. This high was achieved despite the fact that December, the month reported, is not normally the peak month of the year.

Cities with the highest per cent of evening set-use reported in the January Hooperatings Pocketpiece are:

City	Dec., 1950 Broadcast Audience	Per Cent of Increase Over '48
1. Cincinnati	49.4	38
2. Pittsburgh	48.9	35
3. Buffalo	48.5	28
4. Dayton	48.1	44
5. Milwaukee	47.4	30
6. Syracuse	47.3	39
7. Cleveland	46.9	35
8. Minneapolis-St. Paul	46.8	11
9. Philadelphia	46.8	64
10. Columbus	46.1	28

Compared with 1948, the last pre-TV year, the increase in the percentage in total broadcast audience also is unusually high.

Philadelphia, which boasts three TV stations of its own, shows the highest gain (64 per cent), while Dayton (44 per cent), Syracuse (39 per cent), and Cincinnati (38 per cent), also registered steady gains. The lowest gain is the Minneapolis-St. Paul section, which, although having two TV stations operating in its immediate area, shows only an increase of 11 per cent over 1948.

Philadelphia advertisers—people who know Philadelphia best and who are on the scene to check results—spend more of their advertising dollars on WCAU and WCAU-TV than on any other Philadelphia radio or television station.

$5 (value) bonus

TO NEW

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

SUBSCRIBERS

For a limited time the 1951 BROADCASTING — Telecasting Yearbook will be sent as a bonus to new subscribers.

You'll refer to this 3½ lb. radio-tv source book throughout the year for vital business information, available from no other source.

You'll find the answers—and many, many more hard-to-get facts—in the 1951 BROADCASTING Yearbook. It has a complete directory of radio-tv stations, including top personnel, network affiliate, national representative, services—plus some 50 directories covering the wingspread of radio, television and related businesses.

Start your subscription with next week's issue. For $7.00 you'll receive 52 weekly issues and the 1951 Yearbook. Use this handy order form:

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Please enter my BROADCASTING subscription immediately and be sure to send the bonus '51 Yearbook as part of this order.

☐ $7 enclosed ☐ please bill

NAME

TITLE

STREET

COMPANY

CITY ZONE STATE

feature of the week

MEDIA of exchange vary from one part of the world to another. Some people like to trade with gold, others with dollars, and some primitive folks will even sell you their house for a handful of sea shells. But in Duluth, Minn., they use bottle caps at times.

At least that's the way it was every Saturday morning at the *Arrowhead Auction* on KDAL Duluth. Kids and grownups—anybody who had a few thousand Arrowhead milk bottle caps stowed away in an old sock—used to throng to the studio and bid for skates, bikes, sleds, dolls, Erector sets, using the bits of round cardboard for money.

Crowds got so big at the auctions, bottle caps became so plentiful, the market became so bullish, that KDAL personnel were often marooned out in the street during the weekly program, unable to get through the human log-jam to their offices. The shrewd Minnesota traders didn't help the situation much by hauling their bottle caps to the station in gunny sacks and duffle bags, boxes and bushel baskets, which often made the studio look like an Army loading depot.

Don Dahl (l) and Hunter Como of KDAL with some of the 100,000 bottle caps received.

* * *

As foreign governments have sometimes done, station and sponsor got together and made drastic

(Continued on page 49)

"It's a Law..."

Stuart Finley, the author and voice of WRC's **"Capital Scrapbook"** unearths unusual Washingtonia for his listeners. Spending long hours to prepare original and sprightly copy, Stuart recently intrigued his ever-growing list of fans with the information that—

> **Any person who shall throw into the Potomac River, or any of the docks, any brickbats, shall forfeit and pay a sum of not exceeding twenty dollars, nor less than one dollar.**
>
> —Alexandria-D.C. Corporate Laws, 1844

Finley compiles a 15-minute program of light chatter, music and droll Americana from 1:30-1:45 PM Monday through Friday. The popularity of the series has necessitated a special 45 minute airing from 9:15-10:00 AM on Sundays.

You may never wish to toss around a brickbat in the Washington market . . . but for a fraction of the above fine, you can forcefully draw attention to your product with thousands of loyal "CAPITAL SCRAPBOOK" listeners.

FIRST in WASHINGTON

WRC NBC

5,000 Watts • 980 KC

Represented by NBC SPOT SALES

strictly business

Mr. DUNCAN

A MIDWESTERN station manager visiting New York asked an amused salesman from the Paul H. Raymer Co. recently. "Do you by any chance have *two* men on your payroll named Wally Duncan?"

The mild bewilderment of the station manager was understandable. Quite a lot of people among agencies, stations and clients think there must be at least two Raymer executives with the name of Wally Duncan. No one man, they feel, could be in so many different places in such a short space of time.

Walter Irving Duncan, who holds the title of assistant to the president of the Paul H. Raymer Co., station representative, has pretty much of a free hand in promoting new agency contacts and new affiliations for his firm, and covers an enormous amount of territory—70% of his working time is spent "in the field"—calling on the managers of Raymer radio and TV stations.

When in New York, Wally Duncan will nearly always be found in the company of some major agency executive, discussing trends in spot radio and television, local programming, and new services of the Raymer firm. At other times, Mr. Duncan holds what he calls "bull sessions" in his office at 444 Madison Ave. These consist of small-group meetings with the Raymer staff and conducting what amount to advanced seminars in radio-TV advertising techniques.

Wally Duncan, who went to the Raymer firm from the sales managership of the *New York News* TV station, WPIX, even lives in the "storm center" of the advertising business. His New York

(Continued on page 48)

WHO ARE THE BLACKWOODS?

WELL, THEY'RE THE most sensational act of their kind in radio today. And how about these—

FLASH FACTS:

In 15 years of broadcasting the **Blackwood Brothers Quartette** has appeared on more than 200 radio stations from coast to coast, with guest appearances on **ABC, CBS and NBC.**

They have made personal appearances in 35 states and in most major cities. In 1950 alone, over 350,000 people from coast to coast paid to see the **Blackwood Brothers** perform.

In addition, the Blackwoods have released 44 phonograph records which enjoy nationwide distribution and their three books of radio's favorite songs are in constant demand.

CONLAN'S??
See Memphis November 1950 Conlan's!!

Blackwood Brothers Quartette are heard from 12:15 to 12:30 P.M., which is currently sold out. Program now expanding from 12 noon until 12:30!

FOR PARTICIPATION DETAILS

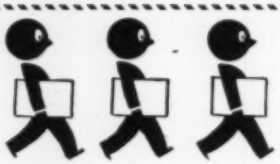
Contact

RADIO REPRESENTATIVES, INC.

WMPS

68 ON YOUR DIAL
Memphis, Tennessee

AMERICAN BROADCASTING COMPANY



agency

JULIEN FIELD, vice president and creative director William Esty C N. Y. appointed vice president and creative director Grey Ad same city.

BETTY LANCASTER, MacWilkins, Cole & Weber, Portland, nam vice president Alport & O'Rourke Adv., Portland and San Francisco.

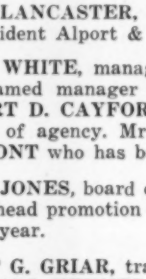
TED M. WHITE, manager Beaumont & Hohman, Seattle, for past years, named manager of San Francisco office of firm. He succee HERBERT D. CAYFORD. Mr. Cayford will continue as Pacific Co manager of agency. Mr. White will be succeeded in Seattle by CA BEAUMONT who has been with Los Angeles office for 15 years.

DUANE JONES, board chairman of Duane Jones Co., N. Y., named la week to head promotion of New York City's cancer committee for thi straight year.

ROBERT G. GRIAR, traffic manager Maxon Inc., N. Y., named assis ant to EARL KENNEDY, on radio and TV production.

A. C. BOYD Jr., creative staff Erwin, Wasey & Co., L. A., nam assistant copy chief.

CHARLES B. STRAUS Jr., Federal Adv., N. Y., to Cunningham & Wals same city, as service executive.



on all accounts

IN THE ADVERTISING agency fraternity Stanley C. Boynton is known as a custom tailor.

Mr. Boynton may not be able to run up a double-breasted sharkskin, with a modified drape, but he is handy at the intricate job of putting together custom-tailored radio networks.

That is one of the fortes of the Detroit agency which bears his name. Organized 30 years ago, after Mr. Boynton abandoned his first career as a free-lance artist, the Stanley G. Boynton agency began specializing in building custom networks for its clients some 20 years ago.

Among the early examples of this business were broadcasts of professional football games under sponsorship of the Wilson Sporting Goods Co. For the past 10 years Mr. Boynton has planned the annual broadcasts of the national tennis matches and those Davis Cup matches that were played in the U.S., under sponsorship of A. G. Spalding & Bros.

Spalding's agency is Hanly, Hicks & Montgomery, New York, but that firm engages the Boynton organization to arrange the special networks that carry the tennis features.

Mr. BOYNTON

The reason that Spalding use a custom network instead of buy ing time on an established one to reach only those markets where the biggest Spalding retail outlets are situated. Mr. Boynton buys the telephone lines that link the sta tions on these occasions, and ar ranges the scheduling of the broad casts.

The Boynton agency does no confine its radio activities to tai lored networks. At present its ac counts include the *Radio Bible Class* carried by MBS and a number of other stations; the *Ca vary Hour, Americ Back to God* and the Highland Park Bap tist Church program —all of them tran scribed and placed on a spot basis.

Mr. Boynton's ad vertising succes came in the city where he was bor Jan. 20, 1895, De troit. His two sons Stanley Jr., 21, an Bud, 19 appear des tined to follow the same formula. Both intend to join their father's agency some day.

Young Stanley is now in the Air Force. Bud, at Michigan State expects to be called into service.

Mr. Boynton is a member of the Recess Club and the Orchard Lak Country Club as well as the New York Radio Executives Club.

beat

F. MICHAEL CARROLL named vice president J. R. Pershall Agency, Chicago.

LOU R. MAXON, president Maxon Inc., Detroit, received hand-illuminated scroll from the Sisters of Bon Secours commemorating his chairmanship of successful drive for funds to furnish and equip the new Bon Secours Hospital, Grosse Pointe, Mich.

VIRGINIA MILLER, Biow Co., S. F., to Harrington-Richards, S. F., in media department.

PHILIP KLEIN Adv. Agency, Philadelphia, received award from Junior Advertising Club of Philadelphia, for help to young people entering the advertising field.

BARNEY McCLURE, Conner, Jackson, Walker & McClure, S. F., named publicity chairman Pacific Dairy & Poultry Assn.'s convention in San Francisco March 4-6.

JAMES C. CAMPBELL, BBDO, S. F., to Mervin D. Field & Assoc., same city.

FRANK X. BANKO and **FREDERICK W. PAYNE** to G. M. Basford Co., N. Y., as account assistants.

BETTY McNEILL, Grant Adv., Chicago, to Foote, Cone & Belding, S. F.

FRANK C. PETERSON appointed creative director Grant Adv., N. Y. He was with Marschalk & Pratt, N. Y.

E. H. BROWN Adv., Chicago, announces publication of *1951 Advertiser Rate and Data Guide*. The 26th annual edition lists rates, circulation, closing and issuance dates for general, farm, mail order and direct selling magazines. Complete classified advertising information for all leading newspapers is tabulated by states. Guide is available to advertisers without charge upon request. Agency is located at Opera Bldg., 20 N. Wacker Drive, Chicago 6.

BBDO New York held its annual staff meeting last week, with all executives reporting to New York for the event.

WALT GRANDBURG, art director Joseph Magnin Co., S. F., to art department of McCann-Erickson, same city.

ALFRED W. McQUILLAN, business and government economist, lecturer and administrator, named head of all research activities at Pedlar & Ryan Inc., N. Y. Mr. McQuillan was director of post war planning for Sylvania Products and before that director of market research at Paramount Pictures. He also worked at J. L. Hudson, Detroit, and Acme Steel Co. among others.

SAM ELKINS, KVON Vallejo, to Richard N. Meltzer Adv. Inc., S. F., as assistant radio and TV director.

ADVISORY Council formed by radio-TV broadcasters in Greater Miami area at request of Miami U. is to "act as a liaison between the university and the industry and to promote the radio-TV media for mutual benefit." Council will work with radio-TV department at Miami in order to strengthen curriculum offered to broadcasting undergraduates. Executive Committee includes: Standing (l to r) John I. Prosser, manager, WKAT Miami Beach; Harry Camp, assistant general manager, WQAM Miami; S. P. Kettler, manager, WGBS Miami; seated, George Thorpe, manager, WVCG Coral Gables; Professor Sydney W. Head, chairman, U. of Miami radio-TV department, and Lynn Morrow, public relations director, WTVJ (TV) Miami, representing Manager Lee Ruwitch.

What kind of a *TEST CITY* is ROCHESTER, N.Y.?

According to figures in "Sales Management's" November 10, 1950 test market study, Rochester, N. Y., is a MUST on test market programs. Here are the exact rankings for Rochester:

No. 1 in New York State
No. 1 in the Middle Atlantic States
No. 7 in all cities of population from 250,000 to 500,000
No. 15 in all American cities of all sizes

BUT . . .

"Rochester, N. Y."—as any market analyst knows—is much more than a city. It's a closely-integrated, wonderfully varied market area of both urban and rural population. Hence the next question:

What is the *BEST RADIO BUY* in ROCHESTER, N.Y.?

WHAM—and WHAM outstandingly—the only station that offers complete coverage of this rich area. BMB figures prove it: no other Rochester station comes within miles of WHAM's coverage.

FACTS FOR FREE!

Write WHAM—or ask your Hollingbery representative—for a copy of the newest compilation of market figures for the WHAM-land area. It's in a convenient filing-folder form, ready to slip right into your market-data drawer.

WHAM

The Stromberg-Carlson Station
ROCHESTER, N.Y.

Basic NBC—50,000 watts—clear channel—1180 kc

new business

PHILCO Corp., Philadelphia, has prepared 30-second and one-minute radio announcements to be used by Philco dealers and distributors throughout country on local level to promote its television sets. Series features 12 television stars who promote their own shows and sponsors as well as Philco. In effect performer says 'I hope when you tune in on my show (name of show, time and network) you will watch it on a Philco set because Philco is the finest set . . . etc." The stars lined up to record the announcements are Ralph Bellamy, Joe DiMaggio, Faye Emerson, Bill Garrigan, Groucho Marx, Bob Montgomery, Ken Murray, Ed Sullivan, Paul Whiteman, Peggy Wood, Alan Young, and Art Linkletter. Agency: Hutchins Adv. Co., N. Y.

WESTON ELECTRICAL INSTRUMENT Corp., Newark, appoints United Adv., same city, to handle advertising and public relations campaign for recruitment of personnel. Radio and television will be used.

ART-COPY Adv. Agency, Newark, appointed by Patricia Stevens Model Finishing School, Philadelphia, to handle advertising. Radio, television will be used.

KAYWOODIE Co. and KAUFMAN BROS. & BOND, N. Y. and London (Kaywoodie Pipes and Yello-Bole Pipes) names Grey Adv., N. Y. to handle advertising.

MINARD'S LINIMENT Co. Ltd., Yarmouth, N. S. (proprietary), starts spot announcement campaign on number of Canadian stations. Agency: McKim Adv. Ltd., Toronto.

PABST SALES Co. (Pabst Blue Ribbon beer), Chicago, appoints Publicidad Badillo Inc., San Juan, P. R., to handle advertising in Puerto Rico.

CANADA & DOMINION SUGAR Co. Ltd., Chatham, Ont., starts d spot announcements on five Ontario stations. Account is placed di

HARRY FEIGENBAUM Adv. Agency, Phila. named to handle adver ing Liberty Bell Mutual Insurance Co., same city. J. Leonard Schor account executive.

Network Accounts . . .

U. S. STEEL in conjunction with RCA VICTOR will present one and half-hour special production of *Hamlet*, on March 4 over NBC, A vertiser will use its usual Sunday time, 8:30-9:30 p.m., plus follow half-hour for that day only, 9:30-10 p.m. The 90-minute broadcast w star John Gielgud, Dorothy McGuire and Pamela Brown. BBDO N. is agency for U. S. Steel and J. Walter Thompson for RCA Victor.

WILSON ELECTRIC SUPPLIES Ltd., Calgary, Alta. (appliance d tributor), starts weekly half-hour transcribed program on four Alber stations. Agency: Stewart-Bowman-Macpherson Ltd., Calgary.

ITALIAN SWISS COLONY, San Francisco, signs to sponsor half-ho weekly television show in 16 cities of DuMont TV network for 52 week The show, *Famous Jury Trials*, originates at WABD (TV) New Yor Agency: Honig-Cooper Co., S. F.

LEVER BROS. Ltd., Toronto (Lipton products), starts for 52 week French-language program, *Entre nous Mesdames*, on nine CBC Frenc network stations, Mon. through Fri. 10:30-10:45 a.m. Agency: Young Rubicam, Toronto.

BENJAMIN MOORE Co., Ltd., Toronto (paints) starts for 1 weeks *Betty Moore Decoration Talks* on 11 Dominion network station Tues. 10:30-10:45 a.m. Agency: O'Neill, Larsen & McMahon, Toronto

Adpeople . . .

PAUL H. HILL appointed director of sales Nesco Inc., Chicago.

FIRST in Georgia's third market...

FIRST (power) 5000 W

Georgia's 3rd market is a buying market. 1950 retail sales exceeded $110 million. 1951 will be greater because of the new $600 million AEC Hydrogen Bomb Facilities Plant, the Clark's Hill Dam and Camp Gordon operating at full capacity.

WRDW's powerful 5kw signal dominates the Augusta market, day and night. We have figures to prove it. Or ask Headley-Reed for complete information.

FIRST in selling power...

FIRST in the market (oldest station)

FIRST Hooper-Wise

According to the latest Hooper Survey (Dec. '50-Jan. '51), WRDW is First in the morning with 34.9%; First in the afternoon with 36.5%; First at night with 37.3%. WRDW has a 35.5% in total rated periods.

WRDW

CBS for Augusta, Ga.

here it is!

"SOME FUNDAMENTALS FOR RADIO SALESMEN"
recorded by Maurice B. Mitchell
vice president and general manager
Associated Program Service

A great new idea in selling comes to life!

Beginning this month, all APS subscribers will receive regular, instructive talks on radio selling, prepared and delivered on transcriptions by Maurice B. Mitchell.

Here's a service every live-wire station manager in the country has dreamed about, but never before been able to give his sales staff. These are complete sales meetings, covering all phases of radio selling, and presenting frequent guest experts who have many important suggestions to offer. The scope of these talks will range broadly through sales fundamentals, facts about important retail fields, selling techniques—everything needed to make a sales staff more aggressive and more productive.

Each month a new meeting...each meeting complete with outline and operating forms so that you can quickly judge its effectiveness through actual selling results.

It's just one more example of how Associated is giving stations what they want!

Think how this series of professional, informative sales meetings right in your station, staged expressly for your staff, can help you plan new business efforts. Then remember that this service is actually yours—at no extra cost—IF you're an APS subscriber.

And you still can be. There's room for a few more stations to share the sales-building potential of the Associated library. If you want to be one of them, wire, write or phone for details today.

APS *"the library that pays for itself"*

Associated Program Service

151 West 46th Street, New York 19, N. Y.

Maurice B. Mitchell, General Manager
Associated Program Service
151 West 46th Street
New York 19, N. Y.

Tell me how I can get this valuable training aid, plus all the other great APS features, for my station.

Name .....

Title .....

Station .....

Street .....

City ..... **Zone** ..... **State** .....

open mike

'More Such Champions'

EDITOR:

I was delighted to read the account (Feb. 5) of Lloyd Vernard's talk before the SCBA. AM radio needs more such champions whose realistic grasp of the TV-AM controversy can restore the industry's confidence.

As a radio commentator, listener and viewer, I have marveled at the anxious defeatism rampant throughout the profession. Ever since the advent of TV I've watched AM operators, consorting with worry and fear—chewing their nails and yielding to a defeat which is nothing more than a sorry manifestation of their own chickenheartedness. AM radio is sound and, in my opinion, far superior to anything yet offered by TV. It can stay on top if its leaders will place their faith in this great entertainment and educational medium and knuckle down to the job at hand.

If station managers would take into consideration the public's reaction to AM listening they'd be comfortably reassured on the question of AM's real power. The imagination factor alone is one of its greatest assets. Can TV, for example, offer the listener anything which equals the wonderful pay of conjecture and curiosity which are so important to listening pleasure? An *imagined* personality is frequently more acceptable than many of those viewed on TV. Another AM triumph lies in its daytime audience acceptance. I cite the American housewife who for years has coordinated her listening habits with her daily home activities. Mr. Vernard's figures on the number of AM sets in the average home dramatically illustrate this fact. . . .

Ethel Grey
78-12 35th Ave.
Jackson Heights, N. Y.

* * *

'Midland Caper'

EDITOR:

I should like to add my comments on the Midland caper and the long gone Mr. Jett. . . .

"All I want for Xmas is my t[wo] front teeth" is usually pret[ty] popular around the Yuletide se[a]son. If one of the rooked statio[n] managers wrote a ditty entitl[ed] "All I want is Mr. Jett about t[wo] feet away," I am sure it would b[e] a tremendous hit. . . .

Al Tedesco
General Manager
WKLK Cloquet, Minn.

* * *

Great Loss

EDITOR:

My hut in Tasmania was brok[en] into and, among a few other thing[s] my highly valued 1949 BROADCAST-ING • TELECASTING YEARBOOK w[as] taken. Although I got a spot o[f] dough from the Scottish Un[ion] Insurance Co., Ltd., in compens[a]tion for its loss (the full amou[nt] of value, in fact) it did not br[ing] that very, very fine publicat[ion] back to me. I almost feel as if [it] had been a Holy Bible stolen fr[om] me, though fortunately your YEAR-BOOK does come out once a ye[ar]. Please dispatch a copy of the lat[est] YEARBOOK immediately.

R. T. Hargreaves
% The National Bank of
New Zealand Ltd.
North Island, N. Z.

What a Pulse!

For WGR in Buffalo

Check Buffalo's Pulse Ratings lately? See the record number of top shows on WGR!

COLUMBIA NETWORK

WGR 550

Broadcasting Corporation

RAND BUILDING, BUFFALO 3, N. Y.

National Representatives: Free & Peters, Inc.

Leo J. ("Fitz") Fitzpatrick — I. R. ("Ike") Lounsberry

GIFT of FM station equipment t[o] Kansas State College (KSDB-FM) f[rom] WIBW Topeka is acknowledged b[y] (l to r): George L. Arms of th[e] school's radio department and Jam[es] A. McCain, president of the colleg[e] as they thank former U. S. Sen. Ar[-] thur Capper, owner WIBW and Ca[p]per Publications Inc.

Well, Could You?

FOLLOWING is, in part, a letter sent to "any and all radio announcers" of WROL-AM-FM Knoxville: Mssrs: My batery expired in last July, I was listening to the afternoon stories, can you type them for one to read from last July to the present? I mean all the afternoon Stories Live can be beautiful including the Bill Davidson story Barber of Hartville. Yours Respt.

Tape Recording gives WIP on-the-spot news coverage

WIP SPECIAL EVENTS DIRECTOR, Sam Serota, covers a fire in downtown Philadelphia with his portable tape recording unit.

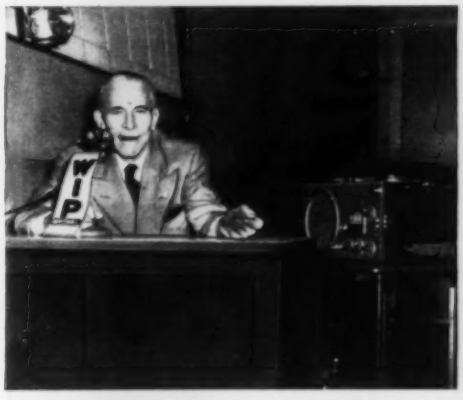
BATTERY-OPERATED RECORDING UNIT GOES EVERYWHERE, HEARS EVERYTHING

Dramatic, close-up coverage of all kinds of special events . . . that's what WIP, Philadelphia, offers its listeners. Using a portable tape-recording unit, WIP staffers get news events on tape while they're still news . . . cover fires while they're still hot, follow stories and celebrities into moving taxis, elevators, helicopters, blimps.

Tape takes down *everything,* reproduces it with lifelike fidelity . . . voices, background noises, music. The tape can be edited and spliced, padded or cut. It can be erased and re-used, or played thousands of times with no noticeable loss of quality.

Want more information about the shortcuts, new twists, savings you can make with sound recording tape? Write to Dept. BT-21, Minnesota Mining & Mfg. Co., St. Paul 6, Minn., and we'll have a sound engineer give you the whole story.

"TAPE IS FLEXIBLE—words, sentences can be dropped with the flick of a splicer," says Varner Paulsen, WIP Production Manager. "That's a great asset to me in cutting down production problems. And in addition, tape reproduces the sound QUALITY that enters the microphone."

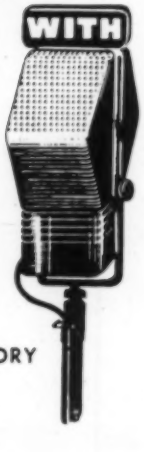


WIP SPORTS DIRECTOR, Stoney McLinn, got more than 80 exlcusive interviews with big-league ball players and officials on a single swing through spring-training camps, credits tape recording with making the feat possible. Immediate playback proved invaluable.

IMPORTANT: There's more than one brand of sound recording tape on the market. Insist on the "SCOTCH" brand, for matchless fidelity, clarity of reproduction, freedom from mechanical and physical distortion. It's used by all the major networks and recording companies.

Made in U. S. A. by **MINNESOTA MINING & MFG. CO.**, St. Paul 6, Minn., also makers of "Scotch" Brand Pressure-Sensitive Tapes, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-Slip Surfacing, "3M" Abrasives, "3M" Adhesives.

You get a lot for a little*



*MORE LISTENERS-PER-DOLLAR THAN ANY OTHER TV OR RADIO STATION IN BALTIMORE

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY

BROADCASTING
TELECASTING

Vol. 40, No. 9 WASHINGTON, D. C., FEBRUARY 26, 1951 $7.00 A YEAR—25c A COPY

RESEARCH SHOWDOWN

Field Testing Demanded

By J. FRANK BEATTY

RADIO research, whipping boy of the competitive media field, is starting to fight back.

The whole research structure is entering a period of wide-open analysis in which the merits of different measurement systems will be exposed to field testing and professional scrutiny.

At stake are millions of radio and TV dollars as the three parties most concerned—advertisers, their agencies and the broadcast media—join in a sincere effort to learn the facts about audience research.

Also involved is the share of advertising dollars that competing media will obtain.

A series of developments in the research field includes:

- Completion of a preliminary analysis of radio research by the Special Committee on Audience Measurement, headed by Dr. Kenneth H. Baker, NAB research director.
- Demand by two top timebuyers that radio show who is listening and to what.
- Charge that radio and TV research need housecleaning.
- Growing confusion over differences in research data of different firms measuring the same programs.
- Disclosure that radio is vastly superior to newspapers as a medium for retailers, as based on 50 separate point-of-sale studies.
- Announcement by WWDC Washington of point-of-sale research showing radio's powerful impact (see story this page).

For the first time in radio's three-decade history a joint effort is about to be made by agencies, advertisers and radio itself to clear up the whole audience research structure; to reconcile the merits of different measuring systems, and to satisfy the demand for a continuing picture of what listeners and viewers are doing.

This joint action gets its first public airing later this week in the form of a detailed analysis of the radio research problem by the Special Committee on Audience Measurement. Dr. Baker is chairman of the committee, which was formed last summer at the suggestion of Stanley Breyer, commercial manager of KJBS San Francisco.

In an advertisement published in the July 3, 1950, BROADCASTING • TELECASTING, Mr. Breyer threw the whole radio research subject into the open by proposing a special analysis of different program ratings and apparent inconsistencies in their findings.

The report, likely to be couched in the drab, scientific jargon of the professional analyst, is expected to dissect radio research and show the way each method works, what it purports to portray and how such material should be used.

Preliminary answers to these questions would be welcomed by broadcasters and telecasters in meeting powerful and persistent attacks by competing media—attacks that have left their mark in the form of countless millions of dollars of lost radio-TV business.

Besides explaining legitimate differences in survey results covering identical situations, the report is expected to show what comparisons have been made of existing survey services and what additional experiments should be conducted.

It will not be a "this is right, that is wrong" type of report, however, judging by committee discussions.

A principal feature, judging by present indications, will be a recommendation that NAB take the responsibility for initiating a series of field tests in perhaps a half-dozen cities. Committee members are said to feel NAB should provide the initial push, but not carry out the long-range project.

The committee's report will represent months of study and meetings by a number of top research people.

Even so, signs are apparent that not all firms conducting professional research will approve all phases of the report. Since research doctors disagree frequently and violently, committee members are steeled for all types of comment

(Continued on page 66)

* * *

SCROLL in appreciation of 24 years of service to advertising was presented to Linnea Nelson, chief timebuyer of J. Walter Thompson Co., by Washington Ad Club at Feb. 20 radio-TV seminar. Taking part in ceremony (l to r): Walter Compton, WTTG (TV) Washington, seminar co-chairman; William F. Sigmund, Henry J. Kaufman Assoc., club president; Miss Nelson; Ben Strouse, WWDC Washington, also seminar co-chairman.

RADIO'S POWER

Tops Papers in D. C. Tests

RADIO advertising outpulled newspapers, producing more customers who spent a great deal more money in two large Sears Roebuck & Co. department stores in Washington, according to a series of tests conducted by Advertising Research Bureau Inc., Seattle, for WWDC Washington.

Scientific studies conducted in Kent's Jewelers and Bates Jewelers, Washington, bore out the basic conclusion that radio is an effective medium for retailers and that it produces more results than newspapers per dollar spent.

A study of transit radio's appeal showed it on a par with newspapers in traffic brought into Julius Lansburgh Furniture Co. and only slightly below newspapers in amount of money spent.

The Washington tests confirm findings produced in 50 research projects conducted in Pacific Coast, southwest and midwest markets, Joseph B. Ward, ARBI managing director, told BROADCASTING • TELECASTING (see story this page).

Ben Strouse, vice president and general manager of WWDC, said, "Radio gets less than a nickel of the retail advertising dollar and has to fight for that. Now we can prove we're entitled to a greater share of store advertising budgets.

"We think the end result will be greater use of radio in the Washington area."

Cites Radio Pull

Mr. Ward said the Washington tests marked "the first move into the highly competitive East" by ARBI with its point-of-sale technique. "Washington has four newspapers, four television stations and more than a dozen AM stations along with about that many FM outlets.

"The Washington tests showed that radio brought into Sears Roebuck and other test stores many people who had never been in the stores before, making a much better showing than newspapers in this respect. We added a new question in the Washington studies, designed to show if customers had shopped in the store before. Two transit tests have been completed and they show the importance of transit radio for the first time.

"A higher percentage of radio traffic will buy, and they will buy more than newspaper customers."

ARBI began its experimental work in 1949, Mr. Ward said. First actual field tests were started in January of last year in Bellingham, Wash., and other northwest cities [BROADCASTING • TELECASTING, June 26, 1950].

Mr. Ward said the results show,

(Continued on page 80)

VOD CLIMAX

Washington Fetes Young Winners

WEEK-LONG activities in honor of four young Americans who won the nationwide Voice of Democracy Contest, held last fall as part of National Radio & Television Week, were climaxed by presentation of awards at a Feb. 22 luncheon held at the Statler Hotel, Washington.

★

Frank Pace Jr., Secretary of the Army, presented $500 scholarship checks to each of the contestants on behalf of the NAB, Radio-Television Mfrs. Assn. and U. S. Junior Chamber of Commerce. Chairman of the luncheon was Dr. Earl J. McGrath, U. S. Commissioner of Education. The U. S. Office of Education co-sponsors the contest with the three private groups.

Each of the winners received radio-television consoles presented by RTMA member companies, who also joined with dealers and distributors in awarding hundreds of local and regional prizes. Richard W. Kemler, president of the USJCC, presented inscribed Bulova wrist watches to each of the winners.

High government, Congressional, diplomatic and broadcast officials took part in the Thursday ceremony. Speakers included NAB President Justin Miller, James D. Secrest, RTMA, and Robert K. Richards, NAB public affairs director and chairman of the Voice of Democracy Committee. Radio-TV consoles were unveiled by W. B. McGill, Westinghouse Radio Stations Inc., a committee member for RTMA.

Also receiving console gifts were Secretary Pace and Justice Tom C. Clark, of the Supreme Court, honorary chairman of the committee. The consoles were provided by Philco Corp., General Electric Co., Hallicrafters Co., Stromberg-Carlson Co. and Westinghouse Electric.

Winners presented excerpts from their winning broadcast scripts at the awards luncheon. They were introduced by Mr. Richards.

The week's events [BROADCASTING •TELECASTING, Feb. 19] included a visit with President Truman at the White House, audiences by Supreme Court justices, reading of winning scripts into the *Congressional Record*, visits with Cabinet and other high government officers. The winners were chaperoned by C. E. Arney Jr., NAB secretary-treasurer, and Mrs. Arney. Over the previous weekend they had been guests of Colonial Williamsburg, Va.

Numerous broadcasts and telecasts marked the week, as well as transmission of the spoken scripts by Voice of America to the entire world.

Preliminary estimates indicated that the total number of entries in the contest would approach the 2,000,000-mark. The four winners were selected after local and regional eliminations. State and national judgings were done by transcriptions identified only by key numbers.

Contest Finalists

The winners were Robert A. Burnett, 17, St. Mary's High School, St. Louis; Marcia Anne Harmon, 16, St. Bernardine's High School, San Bernardino, Calif.; Norita Newbrough, 16, Baton Rouge High School, Baton Rouge, La.; Ricardo Romulo, 17, St. John's College High School, Washington.

Gen. Carlos P. Romulo, famed diplomat, sat at the head table and heard his son, Ricardo, speak with the skill and ease characteristic of an experienced orator. Mr. Richards explained that young Romulo had complained his father "got all the credit but he did all the work."

In the annual contest the winners wrote and delivered five-minute broadcast scripts on the subject "I Speak for Democracy." The contest is in its fourth year.

National judges who selected the winners were Erwin D. Canham, editor, *Christian Science Monitor*; Rabbi Norman Gerstenfeld, minister, Washington Hebrew Congregation; Frieda Hennock, Commissioner, FCC; H. V. Kaltenborn, NBC news analyst; Corma A. Mowrey, president, National Education Assn.; Secretary Pace; W. L. Spencer, president, National Assn. of Secondary School Principals; Lowell Thomas, CBS news analyst.

PRESIDENT TRUMAN greeted four Voice of Democracy contest winners Tuesday during week-long Washington ceremonies. With the President (l to r): Ricardo Romulo, Washington; Robert A. Burnett, St. Louis; Marcia Anne Harmon, San Bernardino, Calif.; Norita Newbrough, Baton Rouge, La.

* * *

Drawn for BROADCASTING • TELECASTING by Sid Hix

"He can't figure out an answer to the BAB brochure on the Pittsburgh newspaper strike."

Realtors' Radio Plans

NATIONAL Assn. of Real Estate Boards is thinking of taking to the airwaves to dramatize home ownership as an integral part of American living. Herbert U. Nelson, executive vice president of NAREB, has revealed that the association at regional boards' level is seeking approval and fund-raising for a 15-minute weekly radio program. It is estimated by the national board that some $600,000 would have to be raised through voluntary pledges from realtors before the radio campaign can get started. Benton & Bowles, New York, is the agency.

Clear Young Voices . . and the Future . . . . . AN EDITORIAL

THERE IS so much florid oratory on the misused subject of "democracy" to be heard these days that a thoughtful person must occasionally conclude that deafness can be an asset.

Last week, however, this publication was grateful that its hearing is good. Four winners of the annual Voice of Democracy contest spent the week in Washington. If what they had to say was representative of the 2,000,000 others like them who competed in the contest this year, this nation's great history is only beginning.

The Voice of Democracy contest has attained about the most admirable level that any promotional effort could reach. The fact that it enrolled 2,000,000 high school students in a healthy purpose is in itself commendable. That they were engaged in the not-easy assignment of articulating what democracy meant to them seems to us about as sensible a method of encouraging good citizenship as anybody has yet invented.

It is also the very best kind of insurance policy that broadcasters, who through the NAB provide one-third of the stimulus for the contest, could buy. Some of the 2,000,000 youngsters who this year spoke out for freedom will some other year be in a position to defend it or let it expire.

Their defense of it could mean the difference between the kind of society we have today and the hopeless other kinds that are future alternatives—more specifically, the difference between the relatively unshackled radio and television system of today and one indentured to an authoritarian government.

This publication hopes that the Voice of Democracy contests will go on indefinitely. At least once a year the clear, young voices—speaking serious young minds—should be heard above the flamboyance of the professional and self-serving orators.

1950 TIME PURCHASES

P&G Tops Again—PIB

ROCTER & GAMBLE, with 12 ...p operas, two news programs ...d six other type programs, spent ...$15,551,752 from January-Decem... 1950 to lead all other network ...dvertisers in gross time purchases ...uring that period, according to ...Publishers Information Bureau fig...es. P&G also took top place ...during December 1950, with expen...itures of $1,504,258 for network ...dvertising.

A total of $7,892,701 for nine ...rograms was expended by Miles ...Labs, which placed second for 1950 ...urchases, while the December fig...re of $547,184 placed Miles in ...eventh among the monthly lead...rs. General Mills ranked third ...during January-December 1950 by ...buying $7,820,752 worth of network ...time but the food company was ...sixth in December with $576,503. Fourth and fifth in gross 1950 time ...sales were General Foods' expendi...tures of $7,596,216 and Sterling ...Drug's of $7,591,040. During De...cember, General Foods ranked ...third and Sterling Drug, second, ...with $779,721 in total purchases. ...General Foods spent $704,069 dur...ing the month.

Analysis of the expenditures by ...product groups showed that 10 had ...evidenced an increase and 18 a de...crease during January-December ...1950, while in December 1950, 13 ...classifications increased and 13 de...creased their purchases. The food ...producers bought the greatest ...amount of time in both December ...1950 and January-December 1950,

* * *

TOP RADIO NETWORK ADVERTISERS BY PRODUCT GROUP IN DEC. 1950

Agriculture & Farming—
Allis Chalmers Mfg. Co. ..... $ 41,858
Apparel, Footwear & Acces.—
Frank H. Lee Co. 47,336
Automotive, Automotive Equip. & Acces.—
Electric Auto-Lite 76,392
Beer, Wine & Liquor—
Pabst Sales Corp. 134,889
Bldg. Mat., Equip. & Fixtures
Johns-Manville Corp. 102,072
Confectionery & Soft Drinks—
Wm. H. Wrigley Jr. Co. 160,386
Drugs & Remedies—
Miles Labs 547,184
Entertainment & Amusements—
Food & Food Products—
General Foods 672,739
Gasoline, Lubricants & Other Fuels—
Standard Oil of Indiana 126,650
Horticulture—
Household Equip. & Supplies—
Philco Corp. 128,849
Household Furnishings—
Armstrong Cork 44,735
Industrial Materials—
U. S. Steel 137,063
Insurance—
Prudential Life Insurance Co. 113,115
Jewelry, Optical Goods & Cameras—
Longines-Wittnauer Watch Co. ... 201,205
Office Equip., Writing Supplies & Stationery—Hall Bros. 71,052
Political—
Publishing & Media—
Christian Science Monitor 9,428
Radio, TV Sets, Phonographs, Musical Instruments & Access.—RCA 190,366
Retail & Direct Mail—
Spiegel-By-Mail Inc. 8,204
Smoking Materials—
Liggett & Myers 512,061
Soaps, Polishes & Cleansers—
Procter & Gamble 1,058,387
Sporting Goods & Toys—
Toiletries & Toilet Goods—
Gillette Safety Razor Corp. 486,574
Transportation, Travel & Resorts—
Assn. of American Railroads 67,660
Miscellaneous—
American Federation of Labor 112,464

GROSS AM NETWORK TIME SALES BY PRODUCT GROUPS

Product Group	Dec. 1950	Jan.-Dec. 1950	Dec. 1949	Jan.-Dec. 1949
Agriculture & Farming	$73,401	$972,781	$109,435	$1,160,172
Apparel, Footwear & Acces.	146,090	1,508,237	117,639	1,292,367
Automotive, Automotive Acces. & Equip.	398,889	5,009,076	447,423	6,718,766
Aviation, Aviation Equip. & Acces.	.....	.....	.....	.....
Beer, Wine & Liquor	296,491	2,774,866	201,496	1,344,746
Building Material, Equip. & Fixtures	112,991	1,322,279	103,290	1,281,775
Confectionary & Soft Drinks	409,216	6,147,725	398,625	6,253,333
Consumer Services	164,733	1,896,271	143,795	1,938,031
Drugs & Remedies	2,004,412	24,433,274	1,925,326	21,054,786
Entertainment & Amusements	.....	5,619	3,906	9,246
Food & Food Products	3,831,238	44,861,425	4,342,130	45,312,432
Gasoline, Lubricants & Other Fuels	563,339	5,505,767	462,639	5,641,227
Horticulture	.....	105,696	.....	97,642
Household Equip. & Supplies	215,669	3,085,958	322,714	6,118,005
Household Furnishings	132,804	600,557	47,224	903,648
Industrial Materials	202,091	2,146,246	172,590	2,174,673
Insurance	250,994	2,852,728	290,506	3,737,682
Jewelry, Optical Goods & Cameras	201,205	1,167,309	312,620	2,789,721
Office Equip., Writing Supplies & Stationery	71,052	1,282,246	150,723	1,413,696
Political	.....	281,513	.....	56,574
Publishing & Media	17,246	663,147	57,338	911,814
Radio, TV Sets, Phonographs Musical Inst., & Acces.	224,713	1,232,294	17,712	749,257
Retail Stores	8,204	46,136	2,160	40,632
Smoking Materials	1,796,967	22,488,587	2,215,044	23,667,403
Soaps, Polishes & Cleaners	1,831,430	20,700,173	1,615,367	19,334,813
Sporting Goods & Toys	.....	29,614	38,880	106,623
Toiletries & Toilet Goods	2,272,835	25,783,015	2,474,682	29,370,134
Transportation, Travel & Resorts	67,660	870,332	67,668	1,075,169
Miscellaneous	539,461	5,293,156	368,132	3,245,962
TOTALS	$15,833,131	$183,519,037	$16,408,884	$187,800,329

TOP TEN NETWORK ADVERTISERS FOR JAN.-DEC. 1950

1. Procter & Gamble	$15,551,752
2. Miles Labs	7,892,701
3. General Mills	7,820,752
4. General Foods	7,596,216
5. Sterling Drug Co.	7,591,040
6. Lever Bros.	6,826,149
7. Campbell Soup Co.	5,733,819
8. Liggett & Myers Tobacco Co.	5,217,562
9. American Home Products	5,150,884
10. Philip Morris	4,629,105

TOP TEN NETWORK ADVERTISERS FOR DEC. 1950

1. Procter & Gamble	$1,504,258
2. Sterling Drug Co.	779,721
3. General Foods	704,069
4. Lever Bros.	681,608
5. American Home Products	583,599
6. General Mills	576,503
7. Miles Labs	547,184
8. Liggett & Myers Tobacco Co.	512,061
9. Gillette Safety Razor Co.	486,574
10. Campbell Soup Co.	464,308

* * *

with purchases mounting to $3,831,238 and $45,312,432 respectively.

Within this group General Foods ranked first in December with $672,739. Second place was taken by the Toiletries & Toilet Goods manufacturers who spent $2,272,835 during December and $29,370,134 for the year. Gillette Safety Razor Corp. invested $486,574 for network advertising to lead the group in December. The Drugs & Remedies category purchased $2,004,412 worth of time to advertise their products in December and $21,054,786 during January-December 1950 to place third. Miles Labs topped the drug-makers with December expenditures of $547,184.

Advertising on all four networks during 1950 totaled $183,519,037, a decrease of only 2.2% under the 1949 gross time sales total of $187,800,329. The $15,833,131 spent by advertisers for network time in December 1950 was only 3.5% less than the December 1949 gross of $16,408,884.

HILL DISCS

Politics or Public Service?

By DAVE BERLYN

FREE use of the airways to tout the good name and political fortune of a Senator or Congressmen is legal but hard on the pocketbook of the broadcaster, who is assessed as station owner and as taxpayer.

This is a general view of certain broadcasters who have been approached by their Senator or Congressman to give him free time in the interest of public service—an approach which, they feel, is putting a strain on interpretation.

Some of the disc offers, these critics admit readily, do serve the public interest and provide an avenue for official information to be passed to the voter at home. But, they add, the line between "public interest" and "propaganda" wears thin at times.

Two events, independent of each other, pose interesting sidelights to the general nature of the broadcaster's public interest - politico problem. They are:

● A sampling of Capitol Hill legislators by BROADCASTING • TELECASTING which shows 25% of Senators and a like percentage of Representatives turning out recordings for radio station use.

● A widely circulated report last week that Sen. George W. Malone (R-Nev.) allegedly has been using his Senate telegraph privilege to wire news releases to radio stations and newspapers throughout the country at the government's expense.

The Senate disclosure reportedly showed news handouts, ranging up to 500 words on at least three of Sen. Malone's Lincoln Day speeches broadcast early this month, and each charged to the government.

The report, as published in the *Washington Post* last Wednesday, also claimed that last month a 300-word "news release" on a bill favored by the Nevadan was wired "unsolicited to about 110 newspapers and broadcasting stations at an estimated cost of nearly $900. This also was Government-charged."

Senate Rules Cited

It was indicated by the newspaper that the Senate Rules Committee would be asked to look into the matter. Senate rules provide no fixed ceiling on the number of telegrams that can be charged to the Senate but stipulate that only telegrams "on official Government business" can be so charged.

The committee's regulations say "personal telegrams, the subject matter of which relates to the private business of the sender, cannot be sent by Senators and charged as official Government business telegrams."

Last January, BROADCASTING • TELECASTING has learned, Sen. Estes Kefauver's office sent telegrams to stations in Tennessee offering a series of weekly radio broadcasts, *From Your Senator's Office*, "in which Sen. Estes Kefauver reports to the people of Tennessee on the happenings in Congress, each week. These 15-minute programs are to be carried as a public service."

The telegrams continued: "Discs cost $3.50 each week plus transportation. Tapes are $4.80 each (you would probably need three) and service charges of $1.50 plus transportation is made each week for re-use of tapes. First program is to be transcribed tomorrow, Jan. 5. Please advise us *official business collect* [italics ours] whether or not you can schedule these programs."

One irate broadcaster wired the Senator's office, "We are not interested in carrying Sen. Kefauver's propaganda and believe he should devote his time to the critical situation we are now in."

Sen. Kefauver is chairman of the celebrated Senate Crime Investigating Committee that has been making headlines and getting top play in newscasts and special radio news features throughout the country (see story page 56).

The Kefauver discs are prepared by the Joint Senate-House Recording Facility, which is responsible to the House and to the Senate, for an accounting of its expenditures.

At the time that the Kefauver office solicited stations in Tennessee, it was said that plans were to line up about 30 stations in the

(Continued on page 34)

NAB ELECTIONS

Board Changes Announced

EIGHT changes have been made in the NAB board of directors as a result of the elections for odd-numbered districts and at-large positions. Results of the balloting were announced last week by C. E. Arney Jr., NAB secretary-treasurer.

Four present board members were re-elected. In a number of cases, incumbent directors were not eligible for re-election because of an NAB by-laws clause that limits service to two consecutive terms.

One tie developed in the balloting. John Esau, KTUL Tulsa, incumbent director-at-large for medium stations, had the same number of votes as Hugh B. Terry, KLZ Denver, who retired last year as District 14 director under the two-term rule.

Runoff election will be completed as soon as possible in the case of the Esau-Terry contest.

Another board post remains in doubt—election of a successor in District 8 (Ind., Mich.) to George J. Higgins, WISH Indianapolis, who resigned from the board last month when he moved to KMBC Kansas City. Ballots are to go out this week for nominations. After that the final election will be held. It will be completed by early April.

Re-elected to the board were Glenn Shaw, KLX Oakland, who had no opposition in District 15; John H. DeWitt Jr., WSM Nashville, director-at-large for large stations; Edgar Kobak, director-at-large for small stations; Ben Strouse, WWDC-FM Washington, director-at-large for FM stations. Messrs. DeWitt, Kobak and Strouse are completing their first one-year terms under revised NAB by-laws.

New directors elected to the board were:

District 1 (New England)—Craig Lawrence, WCOP Boston, succeeding Paul W. Morency, WTIC Hartford.

District 3 (Pa., Del., W. Va., Md. in part)—Leonard Kapner, WCAE Pittsburgh, succeeding George D. Coleman, WGBI Scranton, Pa., ineligible.

District 5 (Ala., Fla., Ga., P. R., V. I.)—Thad Holt, WAPI Birmingham, unopposed, succeeding Allen M. Woodall, WDAK Columbus, Ga., who declined nomination.

District 7 (Ky., Ohio)—Robert T. Mason, WMRN Marion, Ohio, succeeding Gilmore N. Nunn, WLAP Lexington, Ky., ineligible.

District 9 (Ill., Wis.)—Merrill Lindsay, WSOY Decatur, Ill., succeeding Charles C. Caley, WMBD Peoria, Ill., ineligible.

District 11 (Minn., N. D., S. D. in part)—H. W. Linder, KWLM Willmar, Minn., unopposed, succeeding John F. Meagher, KYSM Mankato, Minn., ineligible.

District 13 (Tex.) — Kenyon Brown, KWFT Wichita Falls, succeeding Clyde Rembert, KRLD Dallas, ineligible.

District 15 (Calif., Nev. in part; T. H.)—Mr. Shaw re-elected.

District 17 (Alaska, Ore., Wash.)—H Quenton Cox, KGW Portland, Ore., elected last August at district meeting to succeed Harry R. Spence, KXRO Aberdeen, Wash., ineligible.

Even-numbered districts hold their elections in even-numbered years.

Serving the second year of two-year terms on the board as directors-at-large, starting at the NAB convention in April, are James D. Shouse, WLW Cincinnati, for large stations; A. D. Willard Jr., WGAC Augusta, Ga., for medium stations; Patt McDonald, WHHM Memphis, for small stations; Frank U. Fletcher, WARL-FM Arlington, Va., for FM stations.

The TV-at-large directors were eliminated under recent by-laws revision. Robert D. Swezey, WDSU-TV New Orleans, and Eugene S. Thomas, WOR-TV New York, no longer are NAB board members, but have been elected to the separate TV board (see TV board story page 55).

Voting picked up toward the final days of the elections, resulting in a cumulative 72% return from the membership for the 13 vacancies on the 26-member board.

Re-elected to the NAB Board . . .

Mr. Shaw

Mr. Kobak

Mr. Strouse

Mr. DeWitt

Runoff Contest . . .

Mr. Esau

Mr. Terry

NEWLY ELECTED NAB BOARD MEMBERS

Kenyon Brown

KENYON BROWN is a new director with benefit of past board service. He first joined the board in 1949 as director-at-large for medium stations but returns after a year's absence to represent District 13. He is president of KWFT Wichita Falls, Tex., and previously was at KOMA Oklahoma City, serving NAB in various roles with both stations. Born in 1913 in Kansas City, he taught for a while at First National Radio & Television School and still holds a first class ticket. Radio career includes engineer-announcer at former KXBY Kansas City; announcer at KCKN Kansas City; announcer and sportscaster at Iowa Broadcasting Co. stations; active in sales at KVOO Tulsa, and then general manager at KOMA.

Mr. Brown

H Quenton Cox

H QUENTON COX, general of KGW Portland, Ore., brings to the NAB board extensive radio and advertising experience. He was elected to the board at a District 17 meeting last August, being the only member not elected at the recent balloting. Mr. Cox was born in 1906 at Murdoch, Neb. After studying pre-med at Willamette U., in Oregon, he went to the Portland *Oregonian* as a classified salesman, later moving to Sherman Clay & Co. in 1927 as bookkeeper and then to Meier & Frank Co., Portland's largest department store, as assistant advertising manager. After seven years at the store, he joined KGW in merchandising and promotion, advancing to program director, assistant general manager and in 1946 to general manager. He is a member of the NAB AM Committee. During the war he held top advisory posts in Treasury bond drives.

Mr. Cox

Thad Holt

THAD HOLT, who had no opposition in the District 5 election, is president - treasurer of Voice of Alabama Inc., Birmingham (WAPI-AM-FM-TV). Born in 1898, he was graduated in 1920 with AB degree from Colorado College. He spent a score of years in advertising and sales work before getting into radio. He has held many important public positions, including assistant national administrator of the WPA in Washington. Other activities—vice president and half-owner of Famous Features Syndicate; consultant with Swann Chemical Co.; chairman of the board, Birmingham branch, Federal Reserve Bank of Atlanta. This is his first NAB board service but he has served on committees.

Mr. Holt

Leonard Kapner

LEONARD KAPNER entered radio 20 years ago at WCAE Pittsburgh and has been there ever since, holding the position of president since 19[illegible]. Born in New York in 1903, he went to evening school at U. of Pennsylvania and later attended Pitt business school. During the '20s he sold space in Pittsburgh publications, joining WCAE in 19[illegible] as salesman and continuity writer. In four years he had become sales manager, a few months later general manager and soon president. He represented WCAE on the NAB board until it joined ABC. Since 1942 he has been a director of NAB. In 1944 he added the job of Hearst Radio Inc. general manager, resigning in 1946 to confine his activities to WCAE. He is active in Pittsburgh civic and radio affairs and served on many radio committees.

Mr. Kapner

Craig Lawrence

CRAIG LAWRENCE, executive vice president and general manager of WCOP Boston, will soon reach the 20-year mark in broadcasting—all of it spent with the Cowles group. He became interested in advertising while studying journalism at Iowa State and turned that interest into a career in 1926 by joining Pauli Co. of Des Moines, known at that time as Continental Adv. Service.

Mr. Lawrence

(Continued on page 34)

NO RADIO DOOM

Seen at Ad Club Meet

RADIO and television will move forward side by side, offering high value per advertising dollar, in the opinion of two agency officials who took part in the annual Radio-TV Seminar of the Washington Ad Club, held Tuesday at the Statler Hotel, Washington.

Linnea J. Nelson, who retires next month as chief timebuyer of J. Walter Thompson Co., New York, and George Castleman, vice president and radio director of Bermingham, Castleman & Pierce, criticized loose remarks and printed comments that assign radio to an early doom.

Miss Nelson, described as Miss Timebuyer, was presented a scroll in tribute to her 24 years in timebuying (see photo page 19).

The day-long ad club seminar brought together a group of advertiser, agency and media leaders who wound up by debating the relative merits of media and finally dissecting the whole radio-TV research structure (see research story page 19).

Mr. Castleman took the premise that radio and TV are companion. The "death struggle" concept is entirely wrong, he contended. Actually, he explained, it can be demonstrated that both are good buys, including daytime and late-evening television.

He advised timebuyers to acquire a good knowledge of stations and found too much buying by formula. Good stations develop strong trade relations and other qualities that do not show up in ratings, he said. Commercials should be related to product and audience, he reminded.

Miss Nelson said she had "no fears whatsoever for the future of broadcasting—either radio or television." She argued, though, that "a great deal can be done to improve radio's overall programming to make it less vulnerable," referring to long and aggressive commercials.

Phases Neglected

Miss Nelson deplored the fact that the quality and public-service value of the program is completely overlooked by those who fight radio commercialism.

Frank E. Pellegrin, Transit Radio sales vice president, recalled a prediction at the NAB Atlantic City convention in 1947 by Charles R. Denny, then FCC chairman, that AM radio would be dead in three years. He reviewed the progress of transit radio and said 90% of its tests had been successful. Among success stories he cited were Whitehall Pharmacal and Kent Jewelers.

The joint radio-TV problem was discussed by Edward D. Madden, NAB vice president in charge of television operations and sales. Comparing media costs in Boston, he said radio is the lowest-cost purchase, followed by TV, *Life* and *This Week* and then local papers.

"Obviously the TV costs per 1,000 will decline, widening the gap between TV and the printed media, and radio costs will rise," he said.

"I am convinced that today and for some time to come in the future, there is no other way for the advertiser to achieve, over a period of time, the maximum of 100% family coverage except by the companion use of radio and TV. And at the lower cost."

During many of the panel discussions, independent and network station participants engaged in a lively duel on relative merits of the two. Ben Strouse, co-chairman of the seminar and manager of WWDC Washington, wrapped up the running debate this way, "All spot radio is local except chain breaks. You buy a good station, not a network or independent." Frequent reference was made to the fact that WWDC, heretofore an independent, will join MBS in March.

Among those arguing on behalf of independents were R. C. (Jake) Embrey, WITH Baltimore; Billy Banks, WINX Washington and WHAT Philadelphia; Frank U. Fletcher, WARL Arlington, Va.; Howard Stanley, WEAM Arlington; M. Robert Rogers, WGMS Washington; Joe Brechner, WGAY Silver Spring, Md.

Mr. Embrey said his station, following a sports-news-music formula, had strict rules limiting number of commercial words per time segment. Under no circumstances are these rules relaxed, he said, and added that an independent outlet needs better announcers than other stations.

William Shaw, CBS Radio Sales eastern sales manager, led a panel on the case for the network station, with George Hartford, WTOP Washington, as chairman. Joining the discussion were Ben Baylor, WMAL Washington; Mahlon Glascock, WRC Washington, and Mr. Strouse.

Walter Compton, WTTG (TV) Washington, co-chairman of the seminar with Mr. Strouse, led the TV panel at which Mr. Madden was speaker. On the panel were Kenneth Berkeley, WMAL-TV; John S. Hayes, WTOP-TV, and William R. McAndrew, WNBW (TV), all Washington.

The radio-TV timebuying panel, with Mr. Castleman as speaker, was led by Mr. Baylor. Panel members were Harwood Martin, Harwood Martin Adv. Agency; Jeff Abel, Henry J. Kaufman & Assoc.; Alvin Miller, Cohen & Miller; Henry Kronstadt, Kronstadt Adv. Agency.

An FM panel was led by Mr.

(Continued on page 34)

CRITES HEADS

General Mills Radio-TV

LOWRY H. CRITES has been named director of radio and television programming for General Mills, Minneapolis, S. C. Gale, vice president in charge of advertising, announced last week. Mr. Crites continues as advertising comptroller and media director.

Mr. Crites

Mr. Crites has hired Henry Cox, former program manager at ABC New York, as his assistant, with the title of manager of radio and television programming [BROADCASTING • TELECASTING, Feb. 19]. Mr. Crites has been associated with General Mills since 1929, when he joined the statistical department in Wichita Falls, Tex. He was transferred to Minneapolis headquarters in 1940 as advertising comptroller, and in 1942 was given additional responsibility as media director. His former supervision of the advertising production and premium department, coupon service and advertising warehouse is now handled by George S. Barnes. Mr. Barnes is also advertising manager of general flour and feeds, farm service and special commodities activities.

Among other changes announced by Mr. Gale is the appointment of A. Wells Wilbor, former market analyst director, as coordinator of Betty Crocker activities for the firm. Gordon A. Hughes, former manager of market analysis, takes Mr. Wilbor's former position.

BAB SPOT KIT

Show NRDGA Winners' Plans

BAB last week began distributing a 48-page "Spot Saturation Sales Kit" outlining plans, copy techniques and results of radio campaigns of four department stores which won awards in the spot saturation division of the 1950 retail radio contest sponsored by the National Retail Dry Goods Assn. and the BAB.

The stores are Joske's of Texas, San Antonio, which won the grand prize with a six-day campaign for Joske Days Sale; George Wyman & Co., South Bend, first prize with a 6-day campaign for its 90th Anniversary sale; Pomeroy's Inc., Pottsville, Pa., second prize with a daily, year-around campaign for First Floor Flurries; and Wolf & Dessauer, Fort Wayne, third prize with eight-day campaigns for three events.

The kit, distributed to BAB members and available at BAB headquarters in New York at $1 per copy, reports on four features of the prize-winning campaigns: (1) "How the winning four get more from radio spot saturation campaigns"; (2) "How we sell with radio," by Advertising Manager Paul C. Robinson of Wyman's; (3) "How Wyman's radio copy is produced," by Retail Sales Manager Mitchell Morris of WSBT South Bend, and (4) "Radio sales event advertising techniques."

RATE ISSUE

May Be Revived by ANA

ASSN. of National Advertisers, whose campaign against radio rates last summer stirred up widespread opposition and was finally abandoned, may revive the issue next month, when it holds its 42d spring meeting March 28-30 at the Homestead, Hot Springs, Va.

A new radio rate study within the ANA organization, now in progress, is expected to be completed in time for the Hot Springs sessions.

New Factors Considered

The new survey, covering radio rates in TV markets, also is understood to take account of changes in radio tune-in resulting from the Korean war and the national emergency [CLOSED CIRCUIT, Jan. 1].

Last summer's campaign, based on a report prepared by ANA's Radio-TV Committee, held rate cuts ranging as high as 50 and 55% for some individual stations in TV markets might be "reasonable," based on mathematical calculations [BROADCASTING • TELECASTING, July 31, 25, 1950].

The networks at that time rejected an ANA invitation to a meeting, and the campaign subsequently appeared to have been suspended. It was passed over lightly at the ANA convention in September, reportedly with a decision that the studies should continue but that each advertiser should handle his own rate negotiations, as he saw fit.

The ANA Radio-TV Committee is now headed by George Duram, Lever Bros. media director.

Scheduling of the March meeting at Hot Springs was announced by ANA President Paul B. West last week.

Accent on Defense

"Advertising in a defense economy" will provide the theme of the sessions, according to Ben Donaldson, director of advertising and sales promotion of Ford Motor Co., who was named program committee chairman. Mr. Donaldson said present plans "call for a careful review of advertising so that it can continue to meet the many new problems in our constantly shifting economy."

BAB BOARD NAMED

21 Directors Announced

SELECTION of a top-level group of executives from all phases of broadcasting to serve on the first board of directors of Broadcast Advertising Bureau, the industry's projected million-dollar sales agency, was announced Thursday by BAB President William B. Ryan.

Networks, stations of all size groups, transcription companies, and the consulting field were represented among the 21 directors named, and these are to be joined shortly by two from the station representative field, one from the talent field, and probably two from the manufacturing industry. With President Ryan automatically a board member under BAB's by-laws, the group as now envisioned will consist of 27 members.

Robert D. Swezey, WDSU New Orleans who was chairman of the incorporating board which with Mr. Ryan selected the permanent board, was named acting board chairman. The first meeting is scheduled Thursday, March 1, at the BAB headquarters, 270 Park Avenue, New York.

Board members thus far chosen, with the two from the station representative field expected to be selected before the March 1 meeting, are as follows in addition to Messrs. Ryan and Swezey:

Other Members

NBC Board Chairman Niles Trammell; CBS President Frank Stanton; ABC President Robert E. Kintner; MBS President Frank White; Paul Kesten, consultant and former CBS executive vice president; Frederic W. Ziv of Frederic W. Ziv Co., transcription and program package firm; Theodore C. Streibert, WOR New York and chairman of the board of Mutual; George B. Storer, Fort Industry Co.; John Patt, Richards stations; Walter Evans, Westinghouse Radio Stations, and Martin Campbell, WFAA Dallas.

William B. Quarton, WMT Cedar Rapids, Ia.; Charles C. Caley, WMBD Peoria; Hugh B. Terry, KLZ Denver; Kenyon Brown, KWFT Wichita Falls, Tex.; Allen M. Woodall, WDAK Columbus, Ga.; Edgar Kobak, WTWA Thomson, Ga.; Simon Goldman, WJTN Jamestown, N. Y.; Harry R. Spence, KXRO Aberdeen, Wash.; and William J. Beaton, KWKW Pasadena, Calif.

Industry-wide response to the BAB project was praised by Mr. Ryan, who compared the overall support which has been accorded BAB with that achieved in the ASCAP battle of 10 years ago. He also noted that there were no refusals among any of those invited to serve on the BAB board.

The invitations were extended by BAB's incorporating board, composed of Chairman Swezey and Messrs. Kobak, Quarton, Caley, and Woodall.

Board officers will be elected, terms of office will be fixed, and other organizational details will be handled by the new board itself in its March 1 meeting.

In their first session the directors also are slated to receive a tentative program and budget estimates being prepared by President Ryan, as well as chart broad policies and define fields of activity. While BAB's initial budget remains to be set, the ultimate goal is at least $1 million.

EXCISE HIKES

House Group Sets Hearings

HEARINGS on proposed excise tax hikes, including increases in radio and television set levies, have been set for March 7-15, the House Ways & Means Committee announced last week [BROADCASTING • TELECASTING, Feb. 19, 12].

Among those applying to the committee for permission to testify on the administration's proposal are: NAB; Radio-Television Mfrs. Assn.; Capitol Records, Hollywood; WIOD Miami, Fla.; Florida Assn. of Broadcasters; The League of New York Theatres.

The administration's excise tax request would boost the federal assessment on the manufacturing level for radio-TV receivers from the present 10% to 25%.

As yet, no definite date has been scheduled on the consideration of radio-TV excises but March 7 and 13-15 are open dates. Testimony on tobacco excises is being reserved for March 8 and 9; alcohol and beer for March 12.

NAB probably will be represented by Ralph W. Hardy, director of government relations [BROADCASTING • TELECASTING, Feb. 19]. The association has reported a volume of correspondence from AM, FM and TV broadcasters labeling the contemplated legislation as "discriminatory," challenging it on the grounds that it would threaten the wide distribution of sets, deemed essential for information and educational purposes.

RTMA probably will be represented by Robert C. Sprague, president of Sprague Electric Co. and retiring president but continuing board chairman of RTMA. Glen McDaniel, newly-elected RTMA president, also may testify.

The theatre league in its application said James F. Riley, executive director, would testify on "admissions paid to radio broadcasts and television shows" but did not amplify.

United Electrical Radio and Machine Workers of America also is expected to testify during the hearings in opposition to the proposed radio-TV excises. This Wednesday is being set aside by the committee for testimony on income tax problems and the excess profits law.

AFM-NETWORKS

Talks Enter Final Stage

AFM-NETWORK negotiations for national-local, radio-television contracts entered the final stages in New York Wednesday, when attendance at meetings was narrowed to network vice presidents, AFM President James C. Petrillo, his assistant and representatives from New York and Los Angeles locals.

Meetings shifted to a hotel room and continued through the George Washington Birthday holiday, as agreement appeared to be in sight.

Deadline for retroactivity of an agreement reached to Feb. 1. Expiration date of the old contract was extended to last Saturday midnight, it was announced.

Discussions, it was understood had reached "the hard core," although none of the major issues apparently had been resolved—such as a ban on recordings over the air between 8 a.m. and midnight and TV film terms. A negotiating subcommittee was scheduled to meet Friday afternoon to discuss terms for copyists and arrangers understood to be so complex that major negotiators would not deal with them immediately.

Spot Campaign Planned

FIFTH Army, Chicago, begins a radio spot recruiting campaign March 1 in 13 midwestern states through Schoenfeld, Huber & Green Ltd., Chicago. Campaign will be expanded to 500 stations.

'VOICE' STUDY

Advocated by Senator Benton

A COURSE for a fresh inquiry into the Voice of America—exploring possible operational separation from the State Dept. and touching on the "maximum utilization" of medium and short wave radio broadcast facilities—was charted on Capitol Hill last week by its most avid advocate.

Sen. William Benton (D-Conn.) called on the Senate Foreign Relations Committee to conduct a "full and complete study and investigation" into a number of possibilities, among them:

- Creation of an "independent agency" reporting directly to the President, or indirectly through the National Security Council, with perhaps full cabinet status.
- Formation of a "wholly-owned" government corporation, with a board of directors comprising outstanding representatives of communications, publishing and other fields.
- Retention of Voice operations within the State Dept.—but only with concomitant establishment of a Psychological Strategy Board of communications specialists reporting through the National Security Council.

In a detailed statement accompanying his new resolution (S Res 76) designed as a followup to the "Marshall Plan of Ideas" enunciated last summer, Sen. Benton called for action by the Senate Foreign Relations Committee or subcommittee, in conjunction with two other Senators to be appointed by Vice President Alben Barkley. The group would explore:

(1) "Objectives, operations and effectiveness of existing foreign information programs" of the State Dept. and other agencies; (2) "prompt development of techniques, methods and programs for greatly expanded and far more effective operations"; and (3) the extent and scope of any reorganization of Voice structure. Manpower, facilities and funds also would be among the topics.

No Action Set

The Senate committee had not scheduled action on the proposal, which Sen. Benton introduced jointly for himself and Sen. Alexander Wiley (R-Wis.). But a Foreign Relations Public Affairs subcommittee, headed by Sen. Brien McMahon (D-Conn.), already has announced it will hould hearings March 5 when State Dept. officials are slated to report on Voice progress [BROADCASTING • TELECASTING, Feb. 19]. Sessions will be held jointly with a House Foreign Affairs subcommittee.

In pressing for action last Monday, Sen. Benton stressed that his "Marshall Plan," which included a proposed $200 million worldwide radio network, had the strong support of Brig. Gen. David Sarnoff, RCA board chairman, and other "distinguished men."

"The first and most important argument for pulling out of our State Dept. the Voice and kindred activities," Sen. Benton stated, "is the seemingly greater chance to bring into operation the best brains and talent in the country." With a proposed staff of 13,000 for the information program — Secretary of State Dean Acheson indicated that figure is contained in the current budget—the operating force "will be larger than the combined full-time staffs of AP, NBC and MGM," Sen. Benton noted.

While government "can never compete" with private industry for services of outstanding communication executives, it could attract them "if their work is given the recognition and status it deserves," Sen. Benton felt. Under the present setup, no Assistant Secretary could hope to have "top news and creative talent," he added.

Asserting that "we are amateurs

(Continued on page 73)

Hangs S.R.O. Signs For The 'Ice Follies'

IT WAS no folly back in 1938 when three young producers under names of Shipstads & Johnson decided to test the selling power of radio in building the box office for their *Ice Follies*.

They now consider it one of their wisest investments. For the modest $2,000 they allotted for a local spot announcement campaign on Los Angeles area stations to supplement other advertising media brought phenomenal results for the touring musical revue on ice. A virtual nightly sell-out resulted during the *Ice Follies* brief showing in Los Angeles.

Now playing 20 cities from coast to coast, records show that more than 30 million persons have attended performances in the 15 years it has been in existence.

Average annual expenditures for radio and TV spots has been estimated at $300,000.

The Shipstads & Johnson *Ice Follies* had been in operation but two years when its first appearance was made in Los Angeles. It had been using what previously had been normal show business advertising. That included newspapers, outdoor, direct mail, publicity and exploitation.

Walter McCreery, then an executive of Allied Advertising Agencies, and now president of Walter McCreery Inc., Beverly Hills, Calif. agency, approached the three producer-owners of the ice production—Eddie and Roy Shipstad and Oscar Johnson—with a plan for a saturation spot announcement campaign to supplement, on the local level, the *Ice Follies*' regular advertising.

* * *

Mr. McCREERY

These progressive minded young men listened and were interested. They saw the potentials of the comparatively new medium. They appropriated the necessary $2,000 to give it a try.

Broadcast Formula Draws Crowd

Resultant attendance at *Ice Follies* during the Los Angeles showing was beyond the fondest expectations of the youthful owners. And since then radio has been an integral part in Shipstads & Johnson *Ice Follies* advertising budgets, both on a national and local level.

Live copy was used by staff announcers that first year. Copy slant emphasized the fact that this was an entirely new form of show business.

The formula worked, according to Mr. McCreery. Hard-to-sell Angelenos flocked to the box office.

And it worked so well that the three producer-owners eyed the plan for use in their cross-country tour. Here though, they came upon a minor obstacle. The planning and actual cost of the advertising budget depended upon each individual arena in which it played.

This meant that use of spot radio had to be sold individually to each arena manager. This was no easy task the partners will tell you.

This process extended over a period of almost three years, according to Mr. McCreery. At the end of that time almost every arena manager on the 20 city circuit was acutely aware of the importance of spot radio in his local advertising budget.

Next step, after radio was in general use in the local campaigns throughout the circuit, was to fill the need for unified, strong-selling material to be used in each city.

Transcribed spots, done with top talent and production obviously were the answer to this problem. Here again Mr. McCreery and the agency stepped into the picture and put to work his background in radio which extends back to the early '20s.

The first transcribed spots were good ones, station managers throughout the country agreed. *Ice Follies* was one of the first organizations to make use of name voices and identify them in the body of the spot announcement, Mr. McCreery pointed out.

Cream of radio industry talent was used for these transcribed spots. There were Ken Carpenter, Ted Husing, Phil Stewart of the *Lady Esther* program, Franklin McCormick, Bob Burns, Ozzie and Harriet Nelson and a host of others. And that has been policy over the years.

Included in the set were 16 different cuts of varying length. They include station breaks, 30-second and one minute.

Entire series was trade-marked musically by a lilting string arrangement of *The Swing Waltz* by Josef Strauss. This particular melody has been used to close the first act of every edition of *Ice Follies* in its 15 years of existence to accompany an exuberant dance on skates.

Another problem had to be solved to make those same transcribed spots usable in every city on the circuit. Playing dates, performance time and price scales varied in the different cities. To accommodate these changes, a portion of each transcribed announcement was left open for a live tag, Mr. McCreery explained.

A "tag book" accompanied each set of transcriptions. It was for convenience of the arena manager to use in his local campaign. Included in this book was format of live tags for every possible contingency, Mr. McCreery declared.

One illustration of the intense faith those youthful Ice Follies producer-partners have in their radio spot plan was displayed in 1946 prior to show opening in Madison Square Garden, New York.

Up to that time, Madison Square Garden, where the ice production plays annually, had never used spot radio to promote any of its attractions, Mr. McCreery said. When approached with the *Ice Follies* spot plan, Garden officials were dubious.

Radio Put to Test In New York

"Maybe it will work in other places, but not in New York," they said. "New York is different."

Ice Follies owners, to give their radio spot plan a test in the metropolitan area, agreed to gamble. They underwrote a ten-day $12,000

(Continued on page 40)

* * *

Producer-owners of Ice Follies *(top to bottom): Eddie Shipstad, Roy Shipstad and Oscar Johnson.*

RADIO-TV CONTROL

Defense Dept. Plan Changes Urged

By JOHN OSBON

A SUBSTITUTE for the controversial military radio-TV control plan—advocating a new Communications Act amendment to include all electro-magnetic radiation devices but eliminating the far-reaching implications of the Defense Dept. proposal—was being weighed by the Senate Interstate & Foreign Commerce Committee last week in the wake of a united broadcast industry stand.

The amendment was offered by the committee during the course of two-day hearings on legislation (S 537) introduced by Sen. Ed C. Johnson (D-Col.), committee chairman, at the request of the department, and reportedly had the tentative though unofficial endorsement of at least one military official.

Sen. Johnson recessed the hearings, held Wednesday and Thursday, pending further study of the committee proposal by the Dept. of Defense, NAB, FCC, Radio-Television Mfrs. Assn., and other groups. While recessed "until a later date," Sen. Johnson told BROADCASTING • TELECASTING that future hearings may not be necessary.

If the reaction proves satisfactory, as is generally expected, the committee may take up the bill in executive session this Wednesday and report it out favorably, he indicated.

The bill in its present form would empower the President to control radio-TV broadcasting and other radiations whenever he "deems it advisable in the interest of national security," or authorize use of stations and devices by such agencies and departments he may designate.

The industry stood united, through NAB and RTMA, on the common ground that power over stations is provided under Sec. 606 (c) of the Communications Act, and that the military plan is potentially "very dangerous" to the nation's broadcasters under the loose-jointed language inherent in the legislation.

Text of the proposed amendment:

Sec. 606(c). Upon proclamation by the President that there exists war or a threat of war, or a state of public peril or disaster or other national emergency, or in order to preserve the neutrality of the United States the President, *if he deems it necessary in the interest of national security or defense*, may suspend or amend, for such time as he may see fit, the rules and regulations applicable to any or all stations *or devices capable of emitting electromagnetic radiations* within the jurisdiction of the United States as prescribed by the Commission, and may cause the closing of any station for radio communication, *or any device capable of emitting electromagnetic radiations between 10 kilocycles and 100,000 megacycles*, and the removal therefrom of its apparatus and equipment, or he may authorize the use or control of any such station or device and/or its apparatus and equipment by any department of the government under such regulations as he may prescribe upon just compensation to the owners.

NAB, which felt an amendment to the Communications Act would be preferable to new legislation, was studying the committee proposal at week's end. It was understood that NAB might question the leeway suggested in the phrase alluding to the President's discretionary power.

Spearheading the industry at

(Continued on page 68)

CAB REPORT

Signpost To Future

NO CONTEMPLATED increase in license fees, cooperative war reporting for member stations and increasing public relations were featured in the annual report of General Manager Jim Allard of the Canadian Assn. of Broadcasters, Ottawa.

On finances, Mr. Allard reported that despite a heavy drain on the CAB reserve due to the NARBA and Royal Commission hearings in the past year, there is no need for an increase in license fees, basis of which has not changed in the last 11 years. With "prudent management and barring substantial rises in cost of doing business," Mr. Allard said he felt present fees would be sufficient.

He reported that CAB attendance at NARBA conferences has resulted in only two minor changes for British Columbia member stations. Mr. Allard told in detail of preparations and help for stations appearing before the Royal Commission on Arts, Letters and Sciences last year, and intimated the Commission report will not be available before April.

The report also contains details on civil defense planning for broadcasting stations, associations with the Brand Names Foundation, plans for Sales Director Pat Freeman to go to Great Britain to round up radio business, issuance of a CAB booklet on the Canadian market being distributed now in the United States to advertisers and agencies, operations of CAB Radio Bureau at Ottawa, sending Bert Cannings, CKWX Vancouver, to Alaska, Japan and Korea for member stations, and liaison with various government departments.

He dealt in detail with public relations functions, from giving talks before various public organizations to supplying data for theses on commercial radio to university students, and contacts with many national associations. Report mentioned close cooperation with other national and international broadcasting station bodies, advertising agencies, technical planning board, special services planned for French-language stations and the assistance given to individual member stations. There are now 103 member stations plus 36 associate members, and only 11 non-member English broadcasting stations in Canada.

CAB CONVENES

Annual Meeting Opens Today

By JAMES MONTAGNES

ABOUT 300 Canadian broadcasters, agency executives, station representatives and their associates from the United States are expected to attend the annual meeting of the Canadian Assn. of Broadcasters at the Chateau Frontenac at Quebec City this week from Monday to Thursday. While no definite assurance has been given the CAB, it is hoped that the report of the Royal Commission on Arts, Letters and Sciences, headed by Hon. Vincent Massey, will be available for discussion by CAB members on the final day.

Unlike previous annual CAB meetings, this year's meeting will be largely in the form of panel discussions. Business meetings will be left to two sessions, on Tuesday afternoon and on the last day. New directors have been appointed by the various regional groups, and will hold their first meeting on the afternoon of March 1. Business to be discussed will include, in addition to annual reports, changes in wording on rate cards and contracts and related matters.

Agenda for the annual meeting includes Monday morning panel on "Earnings and Services" under chairmanship of F. H. Elphicke, CKWX Vancouver; Monday afternoon panel, "Information Please," with W. Vic George, CFCF Montreal, as chairman, and will deal with national business; Tuesday morning session, "Earnings and Audience," under chairmanship of Ralph Snelgrove CKBB Barrie, will deal with audience measurement. The Tuesday afternoon program on "Civil Defense and Local Disaster" will be a closed session at which it is expected that Canada's civil defense administrator, Gen. F. F. Worthington, will be present. Wednesday afternoon panel, "Operations and Earnings," under chairmanship of W. F. Souch, Canadian Marconi Co., Winnipeg, will deal largely with the equipment situation.

The annual meeting of the Bureau of Broadcast Measurement is slated for the Wednesday morning session. Maurice Mitchell, Associated Program Service, New York, will be luncheon speaker on the opening day. Dr. J. R. Petrie, Canadian Tax Foundation, will be guest speaker at the annual dinner Tuesday when the first John J. Gillin award will be made. Additionally Canadian General Electric Award and the CAB Quarter Century Club memberships will be presented. R. G. Lewis, *Canadian Broadcaster*, will be luncheon speaker on Wednesday.

* * * * * *

THE seldom seen board of governors of the Canadian Broadcasting Corp., seen at the January meeting in the new CBC Radio Canada Bldg., Montreal, included (l to r), Jesse P. Tripp, Oxbow, Sask.; Prof. J. A. Corry, Queen's U., Kingston, Ont.; Dr. G. Douglas Steel, Charlottetown, P.E.I.; Rene Morin, vice chairman, Montreal; A. D. Dunton, chairman, Ottawa; Dr. A. Frigon, general manager, Ottawa; Donald Manson, assistant general manager, Ottawa; Dean Adrien Pouliot, Laval U., Quebec, Que.; F. J. Crawford, Toronto; W. H. Phillips, Ottawa, and Mrs. Mary E. Farr, Victoria, B. C.

MR. SPONSOR:

SATURDAY AFTERNOON MAGIC

60 TO 75% OF AUDIENCE AND TOP SPONSOR IDENTIFICATION . . . ALL IN THREE WEEKS!

Richard Jones, Gen. Mgr.,
Radio Station WJBK,
Detroit 1, Michigan

February 5, 1951

Dear Dick:

The January Videodex rating of Twin Pines Farm Dairy "Twin Movie Party", which appears on WJBK-TV, is so terrific that I want to tell you how we feel about the program's success.

Within the four half-hour segments on WJBK-TV from 4:00 to 6:00 P.M. each Saturday afternoon, the Twin Pines double feature western program captures from 60% to 75% of the audience.

And talk about sponsor identification! "Milky", the Twin Pines magician-clown who handles the commercials, appeared at a Mother-Son party in a Detroit public school. Without fanfare and with no introduction, "Milky" came out on the stage. The kids, in a single voice, roared . . . "It's Milky"!

At the time, Twin Pines "Movie Party" had been on WJBK-TV for only three weeks. Yet the program had so endeared itself that all the young fry immediately identified "Milky" and the sponsor!

We frankly feel that no other medium could possibly have made so complete and deep an impression in so short a time as did this television program on WJBK-TV.

I'm happy to report all this to you, Dick, and to tell you how pleased we are with the cooperation we have had from WJBK-TV in making this program such a rousing success.

Sincerely yours,

LUCKOFF, WAYBURN & FRANKEL, INC.

Leon Wayburn

Leon S. Wayburn

LSW/cn

YOU, TOO, CAN REGISTER YOUR NAME AND SELL YOUR PRODUCT WITH REAL IMPACT IN DETROIT. *WJBK delivers the goods—YOUR GOODS!*

A FORT INDUSTRY STATION

WJBK -AM -FM -TV DETROIT

The Station with a Million Friends

NATIONAL SALES HEADQUARTERS: 488 MADISON AVENUE, NEW YORK 22, ELDORADO 5-2455

Represented Nationally by THE KATZ AGENCY, INC.

ASCAP LICENSE RATES

HOPE for a peaceful solution to the current controversy with ASCAP over per program license rates increased last week.

Basis for this new turn was acceptance by ASCAP of an invitation by Dwight Martin, WLWT (TV) Cincinnati, chairman of the All Industry TV Per Program Committee, for a meeting this week [BROADCASTING • TELECASTING, Feb. 19].

The committee will meet in New York this Wednesday and will meet again with the ASCAP committee on Thursday.

In his letter of Feb. 14 to Herman Finkelstein, general attorney of ASCAP and head of the society's negotiators, Mr. Martin declared his refusal to believe that court actions are necessary to fix reasonable charges between ASCAP and its biggest customer, the broadcasting industry. Noting that in the past 25 years that industry has paid the society "well over $100 million" and that "as our industry grows your royalties increase proportionately," Mr. Martin pointed out that differences not unlike the current issue have arisen in the past, but they somehow managed to be settled without recourse to litigation."

No Back Down

Mr. Martin's plea that ASCAP reconsider its announced plan to issue licenses on its own terms, with no further consultation with the TV broadcasters, either before or after the appearance of the unilateral license forms, apparently persuaded the ASCAP leaders that a resumption of talks with the telecasters committee could do no harm and might even do some good. However, Mr. Martin made it plain in his letter that there was no inclination on the part of his committee, nor on the part of the TV station operators, to back down on their stand against giving any consideration to the ASCAP proposal that payment be made to ASCAP for revenue derived from announcements broadcast adjacent to programs of ASCAP music. He noted that the meeting of some 60 telecasters in Chicago on Jan. 18 upheld the committee's position on this vital point without a single dissenting vote.

In his acceptance letter Mr. Finkelstein made a number of pointed comments on ASCAP's difficulties in trying to reach an agreement. Agreeing the matter should be settled out of court, he complained the industry committees "negotiate for concessions but never purport to have authority to speak for the individual broadcasters or telecasters."

Mr. Finkelstein reviewed negotiations since a Lancaster, Pa., meeting in August, 1949. He then recalled a Dec. 12, 1950 meeting at which ASCAP felt an agreement had been reached, with language to be worked out the next day. Instead, he claimed, a group of three TV members made an effort "to reopen negotiations completely."

"In the face of this complete reversal by the representatives of your committee," he wrote, "it was obvious that no progress would be made unless we were willing to start our negotiations all over again at the point where we had been two years ago.

"No one could reasonably ask us to do this. There was, therefore, no other course open than to offer to send a form of per program agreement to the individual stations in accordance with the provisions of our interim license agreement. At the risk of being criticized for delay in forwarding this form of agreement to the stations, we have postponed sending it because, as you know, we have been urged to demonstrate our willingness to keep an open door and possibly avoid litigation, by awaiting further developments within your industry.

"Our doors are always open to anyone authorized to negotiate on behalf of any station or group of stations; but the history of our past negotiations leaves little hope of making progress with your committee. However, we are genuinely interested in avoiding litigation, and toward that end we are willing to have a final session with any committee representing your industry."

Further efforts to avoid costly litigation were advocated last week by Roger W. Clipp, WFIL-TV Philadelphia, member of the industry negotiating group, in a letter sent to members of the NAB-TV board. Mr. Clipp contended the industry committee had already arrived at the best possible deal that could be made in or out of court.

Left to Committee

Another indication of industry backing for the Per Program Committee came last Monday when Mr. Martin and Stuart Sprague, counsel for the committee, rendered a full report on their year-long dealings with ASCAP to the NAB-TV board of directors, (see story, page 55). After an exhaustive consideration of the problem, spearheaded by Clair McCollough, WGAL-TV Lancaster, the board left the problem in the hands of the committee, which received no instructions except "to make the best deal you can."

Mr. McCollough some weeks before had written to Eugene S. Thomas, WOR-TV New York, NBA-TV board chairman, suggesting a joint meeting of the board and the Per Program Committee with the purpose of reopening negotiations with ASCAP [BROADCASTING • TELECASTING, Feb. 19].

In his letter, which also was sent to board members and other industry leaders, Mr. McCollough expressed the feeling that per program licenses are of interest to only a few of the nation's 107 TV stations, with the vast majority likely to take the blanket licenses already negotiated. Under the circumstances, he stated, to allow these per program licenses to become the subject of lengthy and costly litigation might "become an exceedingly ill-timed and unnecessary debacle on the part of the television industry."

Replies to this letter indicate that a majority of the video station operators support his views, Mr. McCollough reported. However, there are those who, while agreeing that court action should not be taken except as a last resort, nonetheless feel that such action would be preferrable to acceding to any infraction of the present policy. This policy was laid down by the ASCAP consent decree that royalty payments for the use of ASCAP music on a per program basis be strictly confined to programs actually containing ASCAP tunes.

In addition to the danger to TV licensees of agreeing to a breach

(Continued on page 70)

NARBA

Two State Groups Favor Ratification

By FRED FITZGERALD

TWO more state broadcaster associations last week reported their support of the new NARBA agreement, while on the Capital front indications grew stronger that proposed detailed hearings before the Senate Foreign Relations Committee of Sen. Tom Connally (D-Tex.) may evolve into a first-rate donnybrook.

Though no hearing date has been set, it's expected that sessions will be scheduled for late March or early April. It's also felt that in addition to study of reported opposition to the pact, the Committee will delve into the whole issue of clear channel stations [CLOSED CIRCUIT, Feb. 19] with purported duplication of network programs on clear channel stations as one issue.

State Dept. has requested the hearings, and key witness will be FCC Comr. Rosel H. Hyde, chairman of the U. S. delegation, which successfully negotiated the treaty last Nov. 15 with Canada, Cuba, Dominican Republic, Bahamas and Jamaica.

Further support for the new NARBA agreement, sent Feb. 5 by President Truman to the Senate for ratification, came from the California State Broadcasters Assn. and the Florida Assn. of Broadcasters.

The California group at its fourth annual meeting Feb. 16 in San Francisco (see story, page 33). voted its favor of ratification in the following resolution:

California Resolution

Whereas, an agreement between the United States and other North American nations relating to the use of radio frequencies in the various countries concerned is vitally important to the welfare of all radio stations in this country; and, whereas, the FCC and the State Dept. of the United States have, after four years of negotiation, concluded an agreement which is, in their opinion, the best one obtainable at this time; and, whereas, this agreement will soon go before the U. S. Senate for ratification; now therefore be it resolved that the California State Broadcasters Assn. do hereby go on record as favoring the ratification of the said agreement and instruct the officers of the association to send to the appropriate Senate Committees this resolution expressing the association approval of the agreement.

In a like manner, the Florida Assn. of Broadcasters notified the Commission that its organization had gone on record favoring ratification.

Spokesman for the Clear Channel Broadcasting Service last week reiterated the opposition of CCBS to what it termed "a paper treaty" and declared that appropriate testimony would be presented by farm groups and other organizations who concurred in the feeling that "the treaty should be rejected."

Pointing out that neither Mexico nor Haiti had signed the agreement, CCBS stated that there was no guarantee of engineering protection to U. S. stations even if the treaty were accepted. The time period covered by the treaty was also scored by CCBS, which contended that any pact "should be a long-term treaty" and that the current agreement could be terminated by a signatory nation should it desire to demand reopening of negotiations.

The CCBS spokesman alluded to possible differences that may exist in so far as radio operations within the United States are concerned and declared "if there is any quarrel, let's fight it out domestically."

Also heard last week were conflicting reports as to where certain organizations and stations stood in the NARBA fight. One source maintained that though some

(Continued on page 64)

Half of the Married People in the KFAB Area are Women

By HARRY BURKE
General Manager

YES—half of the married people are women—BUT, 81% of all the radio listening is by women, both daytime and nighttime. Furthermore, women are the motivating force behind 92% of ALL purchases.

This is one of the biggest reasons why radio is the best advertising medium today. The people you must sell, to make profitable sales, are women. They are the ones you can reach easiest, most often and at least expense.

In KFAB's great "Midwest Empire," according to recent reports from Hooper and Conlan, more women listen to KFAB than any other radio station.

It is non-sense that "half of the married people are women" — BUT, *nonsense-that-makes-sense* because women are your largest group of listeners and your best prospects.

KFAB offers you this year's audience at this year's price. Let us submit program ideas and availabilities to help you sell more women.

THE MIDWEST-EMPIRE STATION
1110 KC.
KFAB
50,000 WATTS **OMAHA** BASIC CBS

Represented by FREE & PETERS INC. **General Manager, HARRY BURKE**

"HOOPER

with LANG-WORTH *Service*

writes glenn clark miller...

STATION DIRECTOR OF

WCPO CINCINNATI

Writes Mr. Miller:

"I am pleased to report how WCPO achieved a 95.2% increase in evening audience through the exclusive use of Lang-Worth's transcribed music.

The period from 6:00 PM to 10:30 PM, Monday through Friday, has always presented a problem to us in the winter months. The evening competition of other network stations in Cincinnati has always been strong. Added to that situation now is television. Our metropolitan area has the highest saturation of television sets in the country.*

To offset these two bulwarks of competition, we decided to program our evening hours with music —but not, however, of the disc jockey variety. Our head librarian, Miss Betty Geisler, was given the responsibility of selecting the right kind of music to provide rich entertainment for those TV set owners who prefer an evening of music and for those many radio listeners who have often indicated their desire for this type of musical program.

We cleared our evening schedule from 7:45 PM to 10:00 PM and decided to use music from the Lang-Worth Program Service—exclusively. I repeat that this is not a disc jockey show wherein success is largely dependent upon a personality—the format is simply good music intelligently selected and presented.

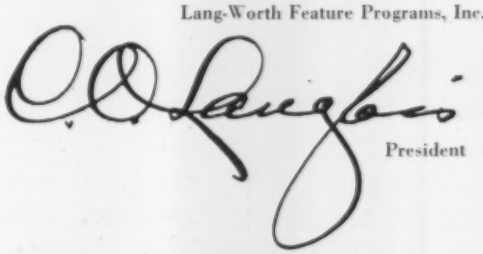
We inaugurated this new type of programming last October. The Hooper reports for this evening period (November and December 1950) are in

*Population 456,000—TV Sets 235,000

UP 95.2%"

The signed statement from Glenn Clark Miller, Station Director of WCPO, Cincinnati, proves that AM broadcasting is strong and healthy despite TV hullabaloo . . . that dollars alone cannot guarantee a high program rating because People (may the good Lord bless 'em) still listen to what they like!

Lang-Worth Feature Programs, Inc.



President

We are delighted to report that WCPO's evening Hooper rating for this period jumped to 12.3 which is a 95.2% increase over the Hooper evening rating of one year ago. Our position among the Cincinnati stations, nighttime, has moved from fifth place to a virtual tie for third!

It occurred to us that other radio stations in highly competitive markets might find this information useful. We believe that the intelligent use of the Lang-Worth Program Service can do much to increase programming ratings for any station that finds itself in the same competitive situation as WCPO."

Glenn Clark Miller
Station Director, WCPO
Cincinnati, Ohio

Send Today for a typical WCPO (Cincinnati) program schedule—Monday through Friday—and free 48-page booklet containing sample pages from Lang-Worth's 1951 program manual and music encyclopedia. This 260-page book is an integral part of Lang-Worth's amazing new program service used exclusively by WCPO and many other successful broadcasters to increase prestige and revenue and decrease program cost.

LANG-WORTH
FEATURE PROGRAMS, Inc.
113 WEST 57th STREET, NEW YORK 19, N. Y.

IN NORTH CAROLINA

WSJS

DELIVERS

A 15-COUNTY MARKET
With Over
$31,193,000* Home
Furnishing Sales
* Sales Management 1950
Survey of Buying Power

MORE VALUE
FOR YOUR
ADVERTISING
DOLLAR

WSJS
The Journal-Sentinel Station
AM-FM
WINSTON-SALEM
NBC Affiliate
Represented by:
HEADLEY-REED CO.

HILL BRIEFING

FCC Still Split on McFarland Bill

FCC briefed the full House Interstate & Foreign Commerce Committee last week on legislation it believes essential in the broadcast field in the light of present conditions [BROADCASTING • TELECASTING, Feb. 19, 12, 5].

Significantly, the Commission's spokesman, Acting Chairman Paul A. Walker did not request action on the McFarland Bill (S 658), now pending before the committee, nor did he refer to the measure as one needing immediate attention. The McFarland legislation, passed by the Senate early in the Congressional session, would realign FCC procedures, strip away powers of the Commission's staff and set deadlines on the FCC workload.

Closed Session

Behind closed doors, Comr. Walker reviewed the McFarland Bill and formally presented the FCC majority's objections to a number of its provisions. He also offered the Commission's recommendations in the form of a "model bill," similar to that presented on Capitol Hill a year ago [BROADCASTING • TELECASTING, March 6, 1950]. It was revealed last week that the FCC had revived the document [BROADCASTING • TELECASTING, Feb. 19].

It was understood that the "model bill" again shows how FCC splits when confronted with the question of what its staff's proper role should be in Commission affairs. Again, Comr. Robert F. Jones was the dissenter, objecting to the position taken by the other Commissioners that the public interest will suffer if they can not consult at will with staff members before hearings are hold on contested cases. Comr. Jones holds that such advice should be placed on the record when hearings on cases actually take place.

Comr. Walker was accompanied by Comr. Jones, E. M. Webster, Rosel H. Hyde and George E. Sterling. Only Comrs. Walker, Sterling and Hyde took part, the latter giving the committee members an explanation of the North American Regional Broadcast Agreement, currently awaiting ratification in the Senate (see story, page 28).

Next step for the committee is to set up its priority on radio legislation, as indicated in the FCC testimony during Monday's executive session.

Comr. Walker stressed the need for Commission authority to purchase lands and construct buildings for the purpose of monitoring broadcast signals. This measure (HR 1730), seen as essential in view of the national emergency, passed the House a few hours after Comr. Walker concluded his talk (see story, page 26).

Purpose of HR 1730 is "to provide specific legislative authority for FCC to acquire land and construct stations, building, and related facilities for use in connection with radio-monitoring work engaged in by the Commission," according to the House committee's report on the bill.

Meanwhile, the FCC asked Congress to enact a radio fraud law with language similar to the postal fraud law. This provision is contained in the McFarland Bill.

Crosser's Bill

The FCC request was referred to the House Judiciary Committee.

At the same time, Commerce Committee Chairman Robert Crosser (D-Ohio) introduced a bill (HR 2794) that would not make it necessary for government radio stations, amateur stations, or mobile stations to have a construction permit before being issued an operating license. In addition, it provides that the Commission could on a case-by-case basis waive the requirement of a CP if it finds that the public interest, convenience, or necessity would be served for other stations, excepting those stations in the broadcast or common carrier field.

Here is a summary, by topic, of

(Continued on page 60)

RENEWALS

Granted Network Owned Outlets

INDICATING that questions about ABC's relations with its affiliated stations have been resolved to the satisfaction of the FCC, regular license renewals were issued last week to the ABC outlets operating with temporary licenses since the fall of 1949.

At the same time, the Commission last week announced extension of temporary licenses for NBC-owned affiliates to June 1, 1951.

ABC and NBC stations along with those of CBS had been put on temporary licenses at the same time. Eventually, CBS was given regular renewal when the FCC upheld the networks' right to serve affiliates as advertising representatives—a point challenged by the National Assn. of Radio Station Representatives as a violation of the FCC network rules or at least contrary to the public interest [BROADCASTING • TELECASTING, July 24, 1950].

Question involving ABC and NBC differed somewhat, with the Commission advising these two networks that it wished to further study networks' relationship with their respective affiliates. Issues were likened to those in the Don Lee renewal case. The Don Lee case involved charges relating to affiliate relationships with respect to FCC rules on option time, exclusive affiliations, territorial exclusivity and rights of an affiliate to reject programs offered by a network.

The FCC at that time advised the major national networks that action on regular renewals would have to await the outcome of the Don Lee case, a decision rendered Dec. 28, 1949, when the Commission found the network guilty of the violations but nevertheless proposed to renew the licenses for want of a penalty short of a "death sentence."

In the case of ABC, complaints had been filed by WING Dayton, WJW Cleveland and KPRO Riverside, Calif., charging violation of the FCC network rules.

Telegram Cited

Insofar as NBC was concerned, the Commission referred to a telegram by Sidney A. Strotz, then administrative vice president of the network, to KHQ Spokane, an NBC affiliate, during negotiations over a program to be broadcast in station (non-option) time. The telegram, introduced during FCC hearings arising from the NARSR charges, referred to "loyalty" to NBC and mentioned that "if you don't like our affiliation we would like to know about it now."

FCC advised NBC that this testimony would appear to present a substantial question as to whether the network "has violated or attempted to induce or coerce its affiliate to violate certain of the Commission's Chain Broadcasting Regulations."

From time to time, sentiment has been expressed at the FCC and on Capitol Hill that a study of the network practices with affiliates would be in order. The post-World War II influx of stations into the competitive market picture gave further fuel to these views.

The FCC is also on record as labeling as "clumsy" the present procedure whereby action against a network for alleged coercion of an affiliate must be taken through the network's owned stations.

In the order last week, the ABC stations given regular renewal were WENR-AM-TV Chicago, KGO-AM-FM-TV San Francisco; WJZ New York and WXYZ-TV Detroit.

The NBC outlets given temporary extension to next June 1 were KNBC San Francisco, KOA Denver, WMAQ-AM-FM Chicago, WNBC-AM-FM and WNBT (TV) New York, WRC-AM-FM and WNBW (TV) Washington, WTAM-FM Cleveland.

Other stations owned by ABC or NBC were not involved since their licenses did not come up for renewal within the time period between the original order in late 1949 and the present date.

LANG-WORTH Files Complaint Against AFRA

DESCRIBING American Federation of Radio Artist picketing and boycott activities as an attempt to "ruin" the reputation of Lang-Worth Feature Programs Inc., New York, and to "drive" it from the industry, the library service firm last week filed a complaint in the New York State Supreme Court and sought to enjoin further union activity [BROADCASTING • TELECASTING, Feb. 19].

In addition to AFRA and its New York local, the complaint named Knox Manning, A. Frank Reel, Janet Baumhover and Alan Bunce, respectively national president, executive secretary, treasurer and first vice president. Mr. Bunce was named a second time as president of the AFRA New York local, along with its executive secretary, Kenneth Groot.

Complaint alleged that AFRA members with whom Lang-Worth dealt were "engaged independently and for their own account in the radio industry" and were themselves employers; that AFRA had demanded abolishment of transcription libraries; and that Lang-Worth had been asked to sign a contract (transcription code) "providing, among other things, for the control and supervision of the business and commercial relationships between . . . (Lang-Worth) . . . and performing artists . . . and radio . . . stations."

Lang-Worth had refused to sign, the complaint continued, "because, under the laws and statutes of the state of New York and of the United States, the plaintiff is not required to enter into such agreements . . . and because plaintiff does not wish to become a party to the violation of said laws and statutes."

As a result, the complaint said, AFRA had "maliciously and intentionally performed and carried out with deliberate design and purpose by unlawful means to destroy plaintiff's business and the Lang-Worth program service, to ruin plaintiff's reputation and good will and to drive the plaintiff from the radio broadcasting industry."

AFRA had ordered its members to refrain from further contractual relations with Lang-Worth, as well as refuse to perform existing contracts, the complaint alleged. The union also had advised station managers in New York state that the firm had been "unfair" to AFRA, and had said that it believed stations "will not 'want to pay good money' for 'non-AFRA talent,'" or "give financial support to the Lang-Worth method of doing business," it said.

WNEW New York had discontinued use of Lang-Worth transcription libraries because AFRA had "wilfully and intentionally issued and circulated false statements and publicity" concerning the firm, the complaint alleged.

Placards that were "untrue," it continued, were carried by pickets in front of the company offices in New York. The placards read: "AFRA, American Federation of Radio Artists (A.F.L.), against Lang-Worth Feature Programs Inc.," and the like.

Alleging that "there is no labor dispute" between the company and AFRA, and that Lang-Worth was being injured, the complaint requested a temporary injunction, to be followed by a permanent injunction, against union activities.

In an affidavit to support the request for an immediate, temporary injunction, C. O. Langlois, Lang-Worth president, elaborated on the allegations of the complaint.

CSBA ELECTS *Smullin, KIEM, President; Other Officers Named*

WILLIAM B. SMULLIN, president and general manager of KIEM Eureka, was elected president of the California State Broadcasters Assn. at its fourth annual membership meeting in San Francisco Feb. 16.

He succeeds Donn B. Tatum, vice president and general counsel of the Don Lee Broadcasting System. Mr. Smullin served the association last year as a vice president.

David McKay, general manager of KGYW Vallejo, was elected to fill the vice presidency vacated by Mr. Smullin. Merle Jones, general manager of KNX Los Angeles, and Paul Bartlett, president and general manager of KFRE Fresno, were re-elected vice president and secretary-treasurer, respectively.

Newly elected to the board of directors for two year terms were Galen Gilbert, general manager of KGER Long Beach; Arthur Westlund, president and general manager of KRE Berkeley; Les Hacker, owner and general manager of KPRL Paso Robles and general manager of KVEC San Luis Obispo; Leo Schamblin, general manager of KPMC Bakersfield.

Directors retained to serve their second year on the board were Harry Butcher, president of KIST Santa Barbara, and the four officers of the association.

Top subjects on the agenda were a report on state legislative matters affecting the industry and a panel discussion of radio and television's role in civilian defense.

In recognition of the increasing importance of television, the members voted to change the name of the organization to the California State Radio and Television Broadcasters Assn.

They also voted to go on record favoring ratification of the NARBA agreement and voted to oppose the proposed 25% excise tax on radio-TV sets.

ABC EXECUTIVES *Promote Rawls, Wylie*

RICHARD R. RAWLS has been promoted to manager of ABC Television Stations Department and William Wylie to manager of the network's Radio Stations Department, ABC announced last week.

Ralph Hatcher, former manager of WPLH Huntington, W. Va., and ex-CBS station relations, joins ABC AM station relations department March 1.

Mr. Rawls, who joined ABC in 1946 as manager of television operations, is experienced also in radio, the theatre and motion pictures. Mr. Wylie, with the network since joining its program promotion division in 1945, has been a regional manager of the Radio Department since 1948.

Announcement of the promotions followed the previous week's realignment of ABC executive personnel as part of a program to split the network into "ABC Radio" and "ABC-TV."

• • •

EXECUTIVES involved in ABC's realignment into radio and television operational parts [BROADCASTING • TELECASTING, Feb. 19] are (l to r): James H. Conaolly, who becomes supervisor of network O & O radio stations and national spot and local radio sales; Otto Brandt, newly appointed supervisor of O & O TV stations and national spot and local TV sales; Burke Crotty, promoted to assistant national director of TV program production, and James S. Pollak, new WJZ-TV New York TV program manager. In addition, William Phillipson was promoted to assistant director of television, programs and operations, and Leonard Blair succeeded Henry Cox, resigned as ABC New York production department manager, all of whom are not shown above.

"THE ELEANOR ROOSEVELT PROGRAM"

In New York on WNBC

In Los Angeles on KFWB

9:30 to 10:15 AM (PST)
Monday thru Friday

"The First Lady of the World" daily comments on domestic items, interviews with outstanding personalities and world figures; plus her own analysis on important news developments. Participations available.

Represented Nationally By
William G. Rambeau Co.

980 ON THE DIAL

KFWB

IN HOLLYWOOD

Hill Discs

(Continued from page 21)

state to provide overall coverage.

Last year, 38 Senators out of the 96 in the upper chamber were recording discs at the facility. Currently the rate is 26, with more Senators expected to be added. There are approximately 105 out of 435 House members recording their reports. Not all discs are necessarily weekly, some are every other week.

Spot checking showed varied methods of recording and charging of stations.

For example, Sen. J. William Fulbright (D-Ark.) records programs at the specific request of stations. The usual format in this instance is for the Senator to interview a guest.

In California, Republican Sens. William F. Knowland and Richard M. Nixon record programs. Sen. Knowland's program is a 15-minute weekly disc.

Florida's Sen. Spessard L. Holland, Democrat, records a regular show. His colleague, Sen. George A. Smathers, also a Democrat, occasionally records a disc for home consumption.

Sen. Holland's office said that some stations pay for transcription costs but others do not, depending on what arrangements are made. This also applies to mailing costs.

Newly-elected Sen. James H. Duff (R-Pa.) plans intermittent recording for state stations.

Sen. Henry C. Dworshak (R-Ida.) cut about four records last spring. Stations receiving the discs were not asked to pay the costs of making the transcriptions.

Iowa's Sen. Guy M. Gillette, a Democrat and chairman of the Senate Rules subcommittee on Privileges and Elections, records programs only on request.

Newly-Elected NAB Board Members

(Continued from page 22)

the agency he handled two radio accounts and the broadcast bug bit him, leading in 1932 to a merchandising-selling job at KSO Des Moines, then a Cowles outlet. He rose to an Iowa Broadcasting Co. vice presidency in 1942. Since leaving Des Moines he has been vice president at WHOM, at that time a Cowles outlet in Jersey City, and now WCOP. He has served NAB in committee work.

Harry W. Linder

HARRY W. LINDER heads a thoroughly electronic - electrical family. He makes his first NAB board appearance as director representing District 11. He is president of KWLM Willmar and KTOE Mankato, and owner of KMHL Marshall, all in Minnesota. His two sons, both electrical engineers, are associated with him in operating the stations. Age 50, Mr. Linder is vice president of Minnesota Broadcasters Assn.; member of Chambers of Commerce in three cities where he has station; is active in civic and fraternal work and holds the Willmar "outstanding citizen" trophy; loves fishing and hunting. Mr. Linder is president of a wholesale electrical distributing firm in Willmar, with branch in St. Cloud.

Mr. Linder

Frank Merrill Lindsay Jr.

FRANK MERRILL LINDSAY Jr., who prefers the Merrill tag, returns to the NAB board after absence of a year. He has been general manager of WSOY Decatur, Ill., for more than a decade, adding sports and commentator roles to his duties. He was elected to the NAB board in 1949 as a small stations director-at-large but now joins the board as director representing District 9. He has served on NAB committees and has been president of Illinois Broadcasters Assn. He was born in 1910 at Decatur; graduated from Kenyon College; received MBA degree in 1935 at Harvard business school; radio ham for years; went to work on Decatur newspapers; joined WJBL (now WSOY) in 1937 as business manager; was Navy commander during war, working in radar.

Mr. Lindsay

Robert Mason

ROBERT T. MASON is president and general manager of WMRN Marion, Ohio. He served previously as a director for small stations, 1947-48, and was a member of the former Small Market Stations Committee of NAB. Born in Milwaukee in 1900, he is a graduate of Ohio State U; published newspapers and magazines for 15 years; started WMRN in 1940. He has been a candidate for Congress from his Ohio district. Active in Chamber of Commerce work, he is a member of the U. S. Chamber's advertising advisory group. Other activities include Ohio Assn. of Broadcasters, of which he is a past president as well as Broadcast Measurement Bureau and Broadcast Audience Measurement boards. His illustrious brother is Frank T. Mason, ex-president, INS, former NBC vice president and until recently, head of the U. S. Brewers Foundation, who now lives in semi-retirement in Leesburg, Va., where he publishes the county newspaper.

Mr. Mason

Bettendorf, Iowa
East Moline, Ill.
Davenport, Iowa
Moline, Ill.
Rock Island, Ill.
QUINT CITIES
The
QUINT CITIES
5 CITIES—2 COUNTIES
the Hub of a Major Market
WOC blankets these five cities. . . . One metropolitan area! It reaches thousands of rural listeners in a rich agricultural area, too. Diversified? Of course! From managers to machinists . . . from cooks to clerks. They all listen . . . they all buy in the Quint City market! Truly a test market . . . an accurate indicator for your product, your sales or your campaign. Dependable surveys prove that WOC saturates a metropolitan market . . . and a rural market . . . and SELLS YOUR PRODUCT!
Basic
NBC Affiliate
WOC
5,000 W 1420 Kc
B. J. Palmer, President
Ernest C. Sanders, Manager
WOC
Davenport, Iowa
AM-FM-TV
Free & Peters Inc.
Exclusive National Representatives

No Radio Doom

(Continued from page 23)

Fletcher, with Mr. Pellegrin joining Allen Jones, Storecasting, and Everett Dillard, WASH (FM) Washington, in the discussion.

Robert K. Richards, NAB public affairs directors, was dinner speaker. He brought along the four young winners of the annual Voice of Democracy contest (see story page 20). They delivered excerpts from their winning scripts.

Lee Hart, assistant director of Broadcast Advertising Bureau, told how to write planned radio copy in a panel led by Fred Palmer, WOL Washington.

Don McClure, of McCann-Erickson, New York, spoke at a TV production panel, led by Mr. Compton. Participants were Alvin Epstein, of Alvin Epstein Adv.; Gordon Manchester, Manchester & Lyles; Robert Maurer, Henry J. Kaufman & Assoc.

NEW AD AGENCY

Sought by National Guard

SPADE work for National Guard media plans beginning July 1 and for selection of a new agency to handle its advertising account will be undertaken by Guard bureau officials at a preliminary session tentatively set for March 15.

Representatives of advertising agencies which desire to compete for the account are invited to attend a Pentagon briefing session in Room 3180, Lt. Col. Ernest L. Smith, chief of the NGB's information office, said last week. Interested agencies should submit acceptances for the meeting by March 12.

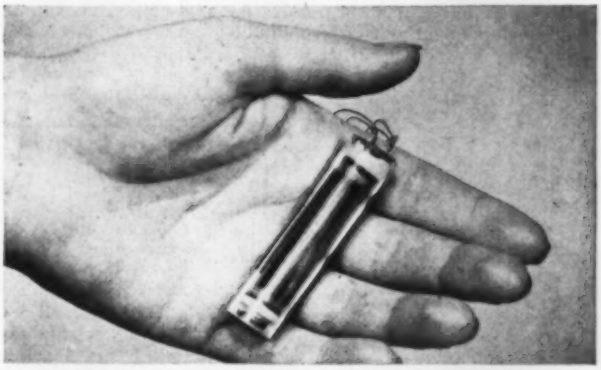
Representatives will be apprised of the Guard's advertising background in recent years and of media plans, including fund requests, for the new fiscal year (1951-52). Bureau officials have asked Congress for between $550,000 and $600,000 in advertising outlay, it was disclosed.

The advertising allocation has varied since World War II, ranging from $298,000 for the current year to over $800,000 during fiscal 1947-48. Radio and television generally have fetched about 25% of the total outlay.

The account currently is being handled by Robert Orr & Assoc., New York and Washington. Gardner Advertising Co. and N. W. Ayer & Son held it in previous years. Theme of new campaigns will be directed at the 17 to 18½ year age group, urging National Guard membership as desirable pre-draft training and embracing radio-TV stations, newspaper and magazine ads, and booklets, pamphlets and other industry aids.

After the March 15 briefing competing agencies will be asked to prepare presentations for the account. A board of officers will sift through all bids and select four agencies to appear for oral presentations this spring.

TRAILING BELOW THE OIL EXPLORER'S PLANE, the airborne magnetometer records the earth's magnetic field. Other new ideas and devices are developed by thousands of oil companies in the race to meet oil needs. The driving force—competition; the result—a stronger America—more and better oil products for you.



TINY BRAIN OF THE MAGNETOMETER, no larger than a cigarette, does a job thousands of surface explorers couldn't do. Such inventions helped put U.S. oil reserves past the *trillion* gallon mark last year—an all time high. Other developments have brought amazing improvements in fuels and lubricants for peace or war.

The search for oil takes to the air

In today's all-out search for oil, American oilmen are using specially equipped planes over vast stretches of ocean, jungle and arctic wastes.

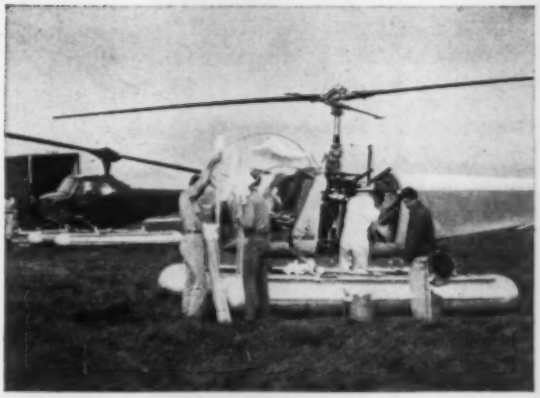
The airborne magnetometer, developed for spotting submarines in World War II, "surveys" underground rock formations by recording facts about the earth's magnetic field. This is only one of many developments that helped bring in nearly 25,000 new producing oil wells last year alone.

With more wells than ever in operation, America now produces more oil than at the peak of World War II. Equally important—oil scientists have constantly improved the oil products America uses. For instance—although taxes have gone up, the price of gasoline itself is about the same as it was 25 years ago. Yet the *quality* is so much improved that 2 gallons today do the work that 3 used to do.

In peace or war, America's thousands of privately-managed oil companies provide the public with the finest oil products at the world's lowest prices.

This has come about because free men, competing freely, are always working to improve their companies' methods and oil products. *And the benefits of this competition go to you.*

Oil Industry Information Committee
AMERICAN PETROLEUM INSTITUTE
50 West 50th Street, New York 20, N. Y.



HELICOPTERS TOO ARE USED as many compaines search for oil—first step in bringing the public more and better oil products. Result of this competition: price of gasoline today is about the same as 25 years ago, yet the gasoline is worth 50% more by every measure of performance and economy.

HOOPERATINGS

New Reports Available

AVAILABILITY of city radio and TV Hooperatings "on all programs, in all major cities in terms of individual monthly reports up to 12 times annually" was announced last Wednesday by C. E. Hooper, of C. E. Hooper Inc.

He called it the "most significant announcement of the Hooper firm since 1940, when the availability of local city-by-city Hooperatings was made known."

Already Operating

The new schedule already is in operation on television in New York, Los Angeles and Detroit, and on radio in Los Angeles. The development, Mr. Hooper said, was made possible "by modifications of, and adaptations in our coincidental method, designed to (a) increase frequency and speed of service, and (b) increase the scope of programs and time periods rated.

He said the improvements have been made without altering comparability with past Hooperatings.

The announcement listed two factors involved in the change, greater frequency and greater scope.

It will now be possible, the company explained, to have individual program Hooperatings in individual cities up to 12 times a year, with each month's report delivered before the end of the following month. ("Local" Hooperatings are now typically published three times a year.)

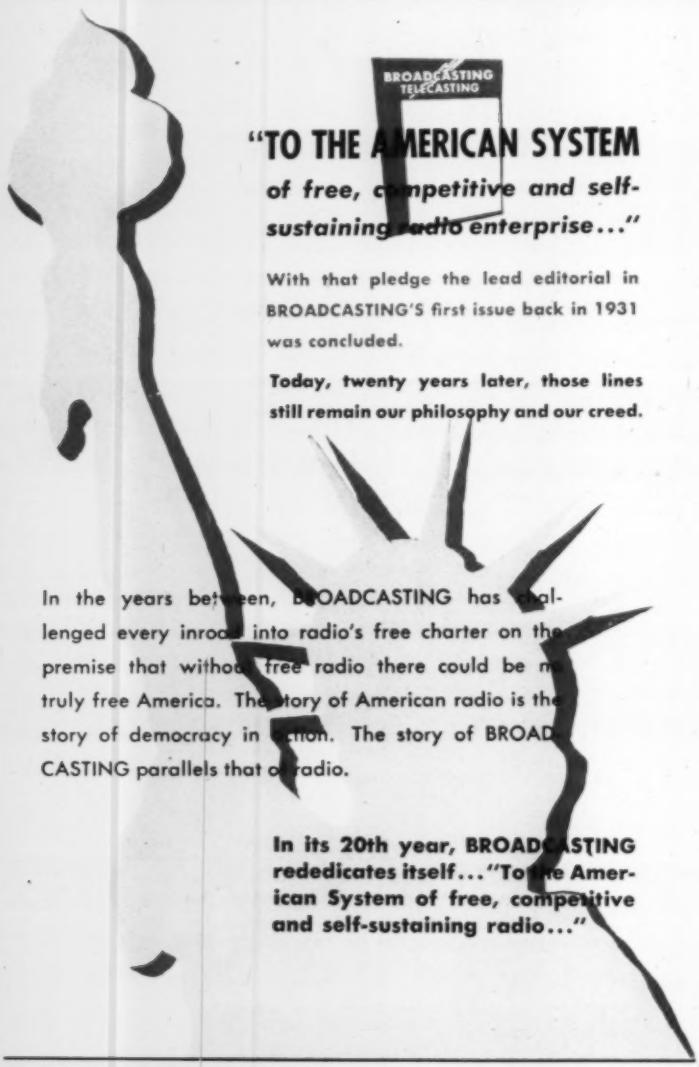
The expanded Hooperatings also will include early morning radio and late evening radio and television indicative ratings.

Upon their acceptance, the firm said, these reports will replace the "typically" three-times-a-year city-by-city Hooperatings. The announcement anticipated that with cooperation of radio and TV time-buyers and sellers they will be in publication "in most cities" by October.

The development "offers relief from the (a) tardiness, (b) infrequent publication and (c) failure to rate all programs which have been the only valid criticism of city Hooperatings to date," the announcement said. It said the new service also should be welcomed in the industry as "an escape route from the welter of conflicting local rating services which have sprung into being."

Letters and individual presentations are being used to explain the expanded service to radio and TV stations in major markets. Timebuyers will be given full details upon request, the company said.

FCC Rule Book is good-naturedly thrown at three Southern California station representatives at SCBA meet in Los Angeles. L to r: Joseph Brenner, FCC regional attorney; John Merino, manager, KFSD San Diego; Herbert Comstock, commercial manager, KAVL Lancaster; Roland Vaile, manager, KCMJ Palm Springs.


BROADCASTING
TELECASTING
"TO THE AMERICAN SYSTEM
of free, competitive and self-sustaining radio enterprise..."
With that pledge the lead editorial in BROADCASTING'S first issue back in 1931 was concluded.
Today, twenty years later, those lines still remain our philosophy and our creed.
In the years between, BROADCASTING has challenged every inroad into radio's free charter on the premise that without free radio there could be no truly free America. The story of American radio is the story of democracy in action. The story of BROADCASTING parallels that of radio.
In its 20th year, BROADCASTING rededicates itself..."To the American System of free, competitive and self-sustaining radio..."

PHILCO AWARDS

For Technical Achievements

SOME 1,200 research scientists, engineers and other technical personnel of Philco Corp. were on hand at a company dinner last week in Philadelphia, announcing the company's first annual Research and Engineering Achievement Awards. A total of 130 awards consisting of blocks of Philco common stock will be presented each year to those "making outstanding technical achievements."

The highlight of the evening was an address by Leslie J. Woods, vice president and director of research and engineering, who spoke about the opportunities ahead for Philco engineers. "Philco management is engineering minded," he stated, pointing out that many of the company's top executives have engineering backgrounds, including its president.

Mr. Woods outlined the expansion of Philco's engineering activities during recent years and said that expenditures for these activities in 1951 will exceed $7,000,000.

William Balderston, president of Philco, and John M. Otter, vice president and general manager of sales, also addressed the group.

White Agency Branch

L. E. WHITE Jr., of the White Advertising Agency, Tulsa, has announced opening of a branch office in Oklahoma City. Steve Olesiuk, advertising veteran, has been named manager of the new office, located in the Exchange Bldg.

EDUCATION

Radio-TV Role Analyzed

EDUCATION ON THE AIR. Edited by O. Joe Olson. Columbus, Ohio: Ohio State U. Press. 479 pp.

AN overall analysis of the status of education through radio and TV is presented in this "Twentieth Yearbook of the Institute for Education by Radio" as the latest edition of *Education on the Air* is subtitled. Included are addresses by Ralph W. Hardy, NAB director of government relations; FCC Comr. Frieda B. Hennock, Comr. H. V. Kaltenborn and Comr. Paul A. Walker.

General topics discussed include Do We Need a New National Policy for Radio and Television?; Radio and U. S. Foreign Policy; Educational Television—A Progress Report; Television Training in Colleges and Universities; Educational Administrators Look at Radio and Television; Promotion of Educational Programs; Educational Broadcasting Through Commercial Stations; Radio in Agricultural Broadcasting, and Radio Writing and Production. Reports of several clinics held at the Twentieth Institute for Education by Radio also are given; among them are Clinic for 10-Watt Stations, Clinic for Campus Stations, and Clinic for Educational Stations.

WLW Asks MacArthur

ACTING on published reports that GIs in Korea were complaining in letters home that they were not getting enough food, Milton Chase, WLW Cincinnati news commentator, asked Gen. Douglas MacArthur about it. Last week the general wired Mr. Chase that American soldiers in Korea were getting "ample clothing and food" and that "there is no concern regarding provisions made for the care of the soldiers." The reply was picked up by wire services and received nationwide attention.

'FREEDOM' AWARDS 'Cavalcade,' Others Cited

PROGRAM *Cavalcade of America*, of E. I. duPont de Nemours & Co. Inc., Wilmington, over NBC received top radio honor by Freedoms Foundation, a "non-profit, non-political, non-sectarian awards foundation" which last week announced its 1950 awards for "Americans who make outstanding contributions to a better understanding of freedom by the things which they write, do, or say."

Awards were made in the following categories: advertising campaigns, single cartoon strips, college commencement addresses, community programs by boys' and/or girls' clubs, community programs by men's and/or women's groups, company employe publications, editorials, general category, high school commencement addresses, magazine articles, 16mm motion pictures, 35mm motion pictures, photographs with captions, public addresses, radio programs, sermons, union publications and civil defense. For each category, a total of $5,000 in cash awards was made, along with Honor Medals and Certificates of Merit.

General Omar N. Bradley, chairman of the Joint Chiefs of Staff, presented the first and second-place awards in special Washington's Birthday ceremonies at Valley Forge, Pa. The remaining awards are to be presented at regional ceremonies throughout the country during March and April.

Other radio award winners:

SECOND PLACE:

What America Means To Me, public service series, WFIL-AM-TV Phila.

The Freedom Story, series by Spiritual Mobilization, Los Angeles. A transcribed series on many stations.

Mosinee, public service broadcast, Oct. 25, 1950, WWJ-AM-FM Detroit.

Salute to the Dead, public service Broadcast, June 30, 1950, KFH Wichita, Kan.

THIRD PLACE:

Your Land and Mine, series by Henry J. Taylor, sponsored by General Motors Corp. on ABC.

Adventures in Freedom, public service series, WLS Chicago.

Mark Adams, series sponsored by Employers' Assn. of Detroit, WWJ Detroit.

Background for Peace and War, public service feature broadcast Nov. 26, 1950, KSVC Richfield, Utah.

Captain Eddie Rickenbacker on Americanism, recorded for broadcast, KMPC Hollywood.

FOURTH PLACE:

Women's Town Meeting of the Air, series of programs sponsored by Detroit Trust Co., WWJ Detroit.

Young America Speaks, public service series broadcast, KFI Los Angeles.

Sam Jones, American, series sponsored by Bank of Douglas, KOY Phoenix and Arizona Network.

Freedom, U. S. A., series of programs sponsored by C. F. Hathaway Co., WTVL Waterville, Me.

Hometown, Ohio, series of programs, WGAR Cleveland, Ohio.

Destination Freedom, public service series, WMAQ Chicago.

Living—1950, "Malice in Wonderland" series, NBC.

America Is People, recorded for broadcast Armed Forces Radio Services of the Armed Forces Information and Education Division, Washington.

America Speaks, public service broadcast Sept. 18, 1950, WFBR Baltimore.

Forward America, broadcast recorded by World Broadcasting System, New York.

Boy Scouts Jamboree 1950, public service broadcast July 3, 1940, WCAU Philadelphia.

"Yes, It Can Happen Here," *Americans Speak Up* program, Dr. Herbert C. Mayer, president, American Viewpoint Inc., transcribed series.

The American Way, public service broadcast, WMOH Hamilton. Ohio.

HONOR MEDALS:

Life With Luigi, sponsored by William K. Wrigley, on CBS Sept. 19, 1950.

One Nation Indivisible, series by CBS.

Pal Theatre, dramatic episodes by boys and girls of PAL on WNBC New York.

The Greatest Story Ever Told, series sponsored by Goodyear Tire & Rubber co., Akron, Ohio, on ABC.

This Land is Mine, series sponsored by General Federation of Women's Clubs, Washington. Program script distributed thru local clubs.

Operation Survivial, sponsored by National Council of Catholic Men, Washington, on NBC *Catholic Hour*.

Good Citizenship Series, WTIC Hartford, Conn.

Know Your America, U. S. historical drama series, WJR Detroit.

Band of America, Cities Service Co., New York, on NBC.

Serenaders, The Washington Water Power Co., KHQ Spokane, Wash.

Carnegie Hall, American Oil Co., ABC, Baltimore, Md.

CERTIFICATES OF MERIT:

Detroit Public Schools, Div. of Instruction, Dept. of Radio Education, Detroit.

Stamford High School Day, WSTC Stamford, Conn.

Junior Town Meeting, series sponsored by Nat'l. Conf. of Christians and Jews, WTCN St. Paul, Minn.

The Ohio Story, series sponsored by Ohio Bell Telephone Co., Cleveland, on WTAM Cleveland.

Story of A School and A Neighborhood, WAVZ New Haven, Conn.

I Speak For Democracy, Willard Wienke, single broadcast, Wilber, Neb., submitted in Voice of America contest.

Radio Station WHLI, Hempstead, Long Island, N. Y.

American Democracy, William Leonard, single broadcast, Waterloo, Iowa, submitted in Voice of America contest.

I Speak For Democracy, Donald Wilson, single broadcast, Lemoore High School, Lemoore, Calif., submitted in Voice of America contest.

Standard Oil Co. of Ohio, intermission broadcast talks on Cleveland Orchestra Sunday afternoon program, Midland Bldg., Cleveland.

George Washington Carver, Chloris

(Continued on page 49)

CENTRAL OHIO HAS A BIG APPETITE FOR FOOD

*Source: Latest SRDS Cons. Mkts.

and WBNS, Columbus, is first with listeners and advertisers

Healthy appetites call for big food orders. Why not sell your brand via WBNS? Latest Hooperatings show that WBNS has more Central Ohio listeners than any other station. And in the Columbus zone, WBNS has the highest percentage of listeners every night of the week. That's why WBNS is first choice with advertisers, too. Write us for latest ratings or ask your John Blair representative. Then watch your sales figures grow fat when you sell through WBNS.

CENTRAL OHIO'S ONLY CBS OUTLET

WBNS PLUS WELD-FM Ask John Blair

POWER WBNS 5000 - WELD 53,000 - COLUMBUS, OHIO

WMNB North Adams, Mass., featuring Sheldon Jones, New York Giants pitcher, on 12:30-1 p.m. Sunday program, *Hot Stove League*. At the signing are (seated, l to r) Ed Nassif, co-sponsor; Mr. Jones, and Bob Steele, co-sponsor; standing, Bucky Bullett, WMNB sports reporter, and Chuck Kuhner, WMNB coml. rep.

WORZ Orlando, Fla., has announced complete sellout of *Lucky Social Security Numbers*. Listeners are offered $3,000 weekly. Signing are Jake Holton and Julian Laughinghouse; Winston Clark, WORZ salesman, and Gene Hill, WORZ mgr., look on.

COWBOY SINGER Red Allen (standing) has been signed for another year on KLZ Denver, six mornings weekly, by Ben Kortz (r), owner of sponsoring Kay's Better Jewelers. Seated is R. Main Morris, KLZ asst. mgr. Kay's has been a KLZ advertiser for over 10 years.

WWDC Washington Sportscasters Bob Wolff and Arch McDonald (seated, l to r) have been signed to handle the 1951 Washington Senators baseball games by the Heurich Brewing Co. Standing are Charles B. Eckles (l) and Edward R. Wade, v. p., and gen. sales mgr., respectively, of the brewing firm.

FRITZIE ZIVIC (seated), former world's welterweight champion, signed to handle sports program for WPIT Pittsburgh, and Don Ioset (r), v. p. and station mgr., congratulates him. Standing (l) is Robert Connelly, acct. exec. who obtained Philco dealer sponsorship for first half hour of 5-6 p.m. weekday program.

CUTTING BIRTHDAY CAKE in studios of WWSW Pittsburgh is H. O. Shamblen Jr., of local Shamblen Furnace Parts Co., marking first year of sponsorship of weekday news program. Looking on are Ben W. Muros, station mgr.; Sidney D. Berlin, station account exec., and Ray Schneider, newscaster. Mr. Shamblen has signed for a second year.

LeVALLY CLOSES

Illness of Owner Cited as Cause

LeVALLY Inc., three-year-old Chicago agency with $4.5 million billing, was preparing last week to close its doors "on or before May 1" because of the illness of Norman W. LeVally, president and treasurer.

Mr. LeVally, in a prepared statement, said he was liquidating the 10-account agency on orders of his physician. He will take an "indeterminate rest," but any other plans are "indefinite." He explained, however, the move is a "temporary retirement from the advertising business."

A letter reportedly went from him to all clients Feb. 17, notifying them of cancellation of the account within 90 days. Two of the firm's major clients, both users of radio and TV, were Household Finance Corp., Chicago, and Frank Fehr Brewing Co., Louisville, which announced their plans to name new agencies about a month ago. Fehr, which uses local AM spot and TV programming, plans "no curtailment" in its use of either. It will name an agency which has had brewery advertising.

Other Accounts

Other LeVally accounts which will name new agencies are Marathon Corp., Menasha, Wis. (paper products); Hamilton Mfg. Co., Two Rivers, Wis. (clothes dryer); Deep Freeze Appliance Div. of Motor Products Corp., North Chicago, Ill.; Kitchen Art Foods Co., Chicago (Pyomy mixes); Scott Radio Labs, Chicago; John Meck Industries, Plymouth, Ind. (TV sets); Virginia Parks Inc., Chicago (VP deoderant); Snappy Cheese Co., Denmark, Wis.; American Family Magazine; Chicago Electric Mfg. Co. (appliances).

Only broadcast accounts are Kitchen Art Foods, which uses AM spot, and Deep Freeze, which bought local TV programs in Chicago.

Mr. LeVally, who is 45, established his own agency three and one-half years ago after working as equal partner with John W. Shaw, head of the Chicago agency of the same name, in Shaw-LeVally for three years. Mr. LeVally, a former account executive at Leo Burnett, has been in the advertising business 20 years.

He reportedly turned down an offer of six key executives with the agency to assume management of the operation. The group was understood to have included James G. Cominos, vice president and general manager; Stuart H. Ratz, vice president in charge of art; Robert E. Blackburn, vice president in charge of copy; Rhoades V. Newbell, vice president; Leslie L. Gage, vice president in charge of media and research, and Frank W. Chaffee, vice president in charge of merchandising.

The Chicago firm has offices at 360 N. Michigan Ave., and employs 61 persons.

VWOA AWARDS

At 26th Anniversary Fete

MARCONI Memorial Medal of Achievement was to be awarded to J. R. Poppele, vice president and chief engineer of WOR New York, at the Veteran Wireless Operators Assn. 26th anniversary dinner last Saturday, Feb. 24. Other life members of the association to receive that honor were Louis G. Pacent, president of the Pacent Engineering Corp., New York, and Haraden Pratt, vice president and chief engineer of Mackay Radio and Telegraph Co.

Marconi Memorial Wireless Pioneer Medals were to be awarded to E. C. Cochran, former FCC electronic engineer; Comr. George E. Sterling; John B. Gambling, WOR; Arthur Godfrey; Comr. E. M. Webster; Dr. Lee de Forest, and others. Two hundred pioneer wirelessmen and their friends were to attend the dinner.

'DREAM TIME'

Ziv Series Meets Success

AS A RESULT of the success of its transcribed radio series *Dream Time*, Hamilton Watch Co. plans to underwrite a new 13-week series transcribed by Frederic W. Ziv Co.

The quarter-hour *Dream Time* was first offered early in 1950 by Hamilton to a relatively small number of jewelers for local sponsorship. It caught on so quickly that by year's end it reportedly was aired on 417 stations in 48 states, Alaska, Hawaii and Canada.

Hamilton pays for the production costs of the program and has a middle institutional-type commercial, with open ends for the local jeweler's message. The retail jeweler pays time costs. The show was offered on an exclusive, one-jeweler-to-a-city basis.

A majority of the sponsoring retailers reported that increased sales could be attributed directly to *Dream Time*. Several jewelers in fact, repeated the series.

Retailers who sponsored the original series will be given preference when the new series is released.

BBDO New York, is the agency for Hamilton.

Radio Script Catalog

BOOKLET, *Radio Script Catalog* (sixth edition) offering a list of more than 1,300 annotated radio scripts, on free loan from the Radio Script and Transcription Exchange of the Office of Education, is now on sale. Price is 25 cents per copy, available from the U. S. Government Printing Office, Division of Public Documents, Washington 25, D. C.

HONORARY Doctor of Journalism degree is conferred upon Walter H. Annenberg (r), editor and publisher of the *Philadelphia Inquirer* (WFIL-AM-TV), by Dr. Robert L. Johnson, president of Temple U.

B. C. RADIOMEN

Re-elect Elphicke Pres.

F. H. ELPHICKE, CKWX Vancouver, was re-elected president of the British Columbia Assn. of Broadcasters and representative of the BCAB on the board of directors of the Canadian Assn. of Broadcasters, at the annual meeting at Victoria, B. C., Jan. 29-30. Bill Rea, CKNW New Westminster, was re-elected vice president, and M. P. Finnerty, CKOK Penticton, was elected director.

After hearing reports from CAB General Manager Jim Allard and Sales Director Pat Freeman, association dealt with a sales presentation kit for use by all British Columbia stations in promoting radio in the province. Civil defense officials and station operators discussed how stations could be of service in case of a war emergency.

KMED COURSE

Teaches Broadcasting

KMED Medford, Ore., last week began a public 10-week course in broadcasting principles. Seven KMED personnel who will assist as instructors are: Jennings Pierce, manager; Ray Johnson, chief engineer; Jack Ellison, promotion and national sales manager; Bud Hohensee, program director; Bill Hansen, local sales manager; Russ Jamison, production manager, and Katerine Lindsey, continuity director.

The station reported that all instructors will receive the normal salary paid for instructors of extension study. This they will contribute toward a scholarship for a deserving high school student to attend college. Radio Medford Inc., licensee of KMED, reportedly will match the instructors' donation.

Join Liberty

KWIN Ashland and KFIR North Bend, Ore., have signed as affiliates of the Liberty Broadcasting System.

RADIO AUDIENCE SIZE

Can Be Increased Despite TV, Study Shows

LOCAL stations can increase average audience size despite the decline in radio listening caused by television, according to a study conducted by Advertest Research, New Brunswick, N. J., on behalf of WCTC New Brunswick.

The analysis is based on matched studies conducted in January 1949 and the same month this year.

Comparison of the two periods shows radio listening has declined overall by 23.7%, with the bulk of the drop occurring in the evening, according to Advertest Research. Morning radio listening increased 12.6%; afternoon radio listening fell off 15.2%, and evening radio listening dropped 35.6% during the two-year period, it was found.

This average decrease varied sharply among stations, the research firm noted in supporting the claim that local stations can expand audience despite TV. Advertest Research pointed out that the two studies were based in each instance on more than 8,000 cases, and were matched in every respect. The area (Middlesex and Somerset counties in New Jersey) was described as "probably unequal in the country for degree and media competition." It is covered by 10 TV, over 25 AM and numerous FM stations.

TV viewing has increased sharply in the two years, especially in evening hours, it was found.

BARBARA WELLES, women's commentator WOR New York, was feted by station with five-day birthday celebration, from Monday, Feb. 5, through Friday, Feb. 9.

'THOUGHT WAR'

Report on Korean Activity

PROGRESS in the psychological warfare phase of Korean operations, entailing loudspeaker transmissions to enemy forces and UN radio broadcasts to the civil population, is stressed in a report filed with the United Nations Security Council.

The report, one of a periodic series, revealed that loudspeaker broadcasts from air and ground are "proving effective in complementing the influence of leaflets in inducing surrender of enemy soldiers." During the latter part of November numerous broadcasts and leaflets were employed as psychological warfare was stepped up. Civilian broadcasts were aired by Radio Seoul and Radio Pyongyang giving "authentic news reporting," the report added.

WTAG . . the Station with the Healthiest "PULSE" in Worcester

Average Quarter-Hour Ratings
Monday Thru Friday
Oct.-Nov. 1950
Pulse, Inc.

TIME	WTAG	STA "B"	STA "C"	STA "D"	STA "E"
6:00 A.M.—NOON	10.9	4.6	2.6	1.8	1.3
NOON—6:00 P.M.	12.8	5.6	1.8	1.5	1.8
6:00 P.M.—Mid-Night	12.5	3.2	2.2	1.5	2.6
6:00 A.M.—Mid-Night	12.1	4.5	2.2	1.6	1.9

There are 340 quarter-hours of broadcast time Monday through Friday in Worcester

Of these:

WTAG has a higher average rating than all other stations combined . . .

300 of WTAG's Monday through Friday quarter-hours have higher ratings than the best rated quarter-hour on any other station heard in Worcester . . .

Even WTAG's lowest quarter-hour rating (2.3 at 6:00 a.m.) is higher than 168 quarter-hours on other stations heard in Worcester . . .

WTAG WORCESTER
580 KC 5000 Watts
WTAG • FM
BASIC CBS

PAUL H. RAYMER CO. *National Sales Representatives.*
Affiliated with the Worcester Telegram — Gazette.

'Ice Follies' Success

(Continued from page 25)

campaign, using virtually every station in the city. If it worked, they would be repaid their investment on a sliding scale of increased attendance over the previous year.

Their faith was justified. Attendance increased enough that year to completely absorb the $12,000 they had risked to prove their point.

Eddie and Roy Shipstad and Oscar Johnson have been extremely conscious of television and the effect of its growth on theatrical attractions. They have watched it since its infancy.

Ice Follies was one of the first shows ever to be televised in its entirety, they stated. That was back in 1944 when Philco was operating its experimental TV station in Philadelphia.

From time to time since then, and quite consistently in the past two years, *Ice Follies* has cooperated with stations in presenting the show on video. However, it has established a policy of never telecasting a complete show, and never more than three or four minutes consecutively.

TV Spots Newest Addition

Ice Follies has added well-produced TV spot film to its series of radio spots in the past few years.

For the division of budget appropriation between radio and TV, *Ice Follies* management and Walter McCreery Inc. have worked out an interesting formula which is recommended to arena managements in television areas. The money is proportioned in direct relation to the number of radio and television receiver sets in each area.

In most instances where video has been included in the budget, additional funds have been appropriated so that the expense of the newer medium is not subtracted from radio.

While most of the *Ice Follies* plan concerns spot radio because it is best adapted to the peculiar problem of the traveling ice extravaganza, Shipstads & Johnson have made effective use of network radio for a specific purpose.

TIMEBUYERS are feted in New York by WSOC Charlotte, N. C., at cocktail party Feb. 13. Not showing are blankets bestowed on each guest as souvenir. Among those present were (l to r) Chet Slaybaugh, Morse International; Ned Midgley, Christopher Lynch, McDonald Dunbar and Ed Small, all Ted Bates & Co., and Richard Grahl, William Esty Co.

Each September when *Ice Follies* has its annual world premiere in Los Angeles Pan-Pacific Auditorium, a half hour show is broadcast over a tailor-made network of Mutual Broadcasting System. Some 50 stations are used to cover quite thoroughly the 20 areas in which *Ice Follies* will appear during its winter tour.

This broadcast is designed to show-case the first performance of the new edition, thus giving regular *Ice Follies* patrons an idea what is in store for them when the production reaches their community.

Its format is the narrative-interview type. Top network names are used as interviewers. Among them are Ken Carpenter, Frances Scully for the women's angle, Johnny Grant, Bill Welsh and others.

The narrative includes a building up of a Hollywood premiere and top name motion picture talent in attendance are interviewed.

Some form of line reversal has been used in the network program on several occasions. One year Ted Husing interviewed General John Reed Kilpatrick, president of Madison Square Garden in New York. This was fed into the line at the Hollywood originating point.

Last year a local cut-in was featured. In each area the local arena manager, a friend of long standing and an important personage in the community, congratulated Eddie and Roy Shipstad and Oscar Johnson on the 15th anniversary of their ice production. A special closing tag in each city gave *Ice Follies* playing dates for that area.

Ads are run on the local newspaper radio pages listing station and time of broadcast. In addition, spot announcements are employed to plug the coming network show. This type of promotion has paid off in a surprisingly large unsolicited mail pull for a one-time network special events type broadcast, according to Mr. McCreery.

As do the AM transcriptions, TV film spots and other *Ice Follies* advertising, production of these annual network "specials" come under personal supervision of Mr. McCreery. He considers *Ice Follies* his particular "baby," having been associated with it for 12 of its 15 years of existence.

A pioneer in Western radio and advertising, Mr. McCreery has the reputation of being a perfectionist.

He was a member of Smith, Bull & McCreery Inc., Hollywood, before forming his own agency a few years ago. And wherever Mr. McCreery has gone, *Ice Follies* has followed.

Local Campaigns Also Handled

Besides representing *Ice Follies* as advertising agency, Walter McCreery Inc. has handled campaigns on the local level with conspicuous success for arenas in Los Angeles, Chicago, New York, Philadelphia, Portland, Ore., and San Francisco.

Because cost of radio and TV operations for *Ice Follies* are scattered among a score of widely separated advertising budgets, it is difficult to arrive at an exact dollars and cents figure, according to the ice production owners.

However, combining the production costs of the material furnished by the traveling ice extravaganza and the cost of station time used in each city for spot radio and TV, an estimate for the total would approach $300,000 for the 48-w tour of 20 cities, they said. Rule-of-thumb percentage for the ra and TV portion of the over-all ad vertising budgets has been ap proximately 20%.

The executive organization of *Ice Follies* is quite simple. It is a partnership wholly owned by th two Shipstad brothers and Osca Johnson.

The operation, too, is conducte with a surprisingly small staf The three owners closely supe vise both the business and produ tion phases.

P. K. von Egidy is executive di rector and was a well-known Lo Angeles announcer-sales exec tive before he joined *Ice Follie* in 1944. His job at the start wa to act as liaison between the exe utive staff, local arenas and adve tising agency. But since that tim responsibilities have multiplie and he includes many other phase of *Ice Follies* operation in hi duties.

With a cast of 165 professiona skaters, *Ice Follies* headquarter are being established in Los An geles, where a new $100,000 build ing is being erected to house ope ations.

Eddie Shipstad and Oscar John son were skating partners doing a professional comedy act when they first got their idea that a musical show on figure skates could be successful. But it wasn't until March 1933 when with aid of broth er Roy Shipstad, then a profes sional teacher of figure skating that they carried out that idea They presented *The Greatest Arena Show* in Minneapolis Arena It opened on the night of the great bank holiday. As a result it wasn't a success financially, but it was from a production point of view

In the next two years the three youths produced a series of char ity shows on ice in St. Paul. Then in early 1935 they obtained a con tract to produce a "tank" show in Chicago's College Inn. They were booked for one month, but played sixteen. It was at College Inn that the idea for *Ice Follies* took form and grew.

The three youths formed a part nership and in Nov. 1936 with a small band of 28 figure skaters left their home town of St. Paul by bus for Tulsa where the new venture was to have its premiere. But a polio epidemic had put the town under strict quarantine. First night audience on Nov. 7, 1936 virtually was out-numbered by the small cast, the three producer-owners relate.

Since those days the cast has grown to its present 165, and pro duction has become steadily more elaborate and spectacular. When audience was then but a few scat tered people, in recent years an nual attendance has approached the three-million mark, with a total of more than 30 million having attended *Ice Follies* since it first made that modest debut in Tulsa in 1936.

THE ONE FOR 1951

➔ *See Centerspread This Issue* ➔

•

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

NEWS DANGER

'Smugness,' Not TV Cited At Minneapolis Meet

AM NEWSCASTERS were told that their greatest danger comes not from TV but from their own smugness.

This charge was leveled by Prof. Baskett Mosse, Medill School of Journalism, Northwestern U., who spoke before more than 50 radio newsmen from five states attending the Fifth Annual Radio News Short Course at the U. of Minnesota School of Journalism in Minneapolis.

To meet the competition of TV, AM broadcasters need better trained and better paid news men and news programs that "go far more heavily into interpretative material," Professor Mosse declared.

"Actually, our greatest danger is not from TV itself, but rather from our own smugness—our refusal to see the changing situation," he said.

AM-TV Operations

Professor Mosse's talk closed an all-morning session devoted to problems of AM-TV news competition and of AM and TV news operations within one station. Two newsmen from KSTP Minneapolis-St. Paul—Sandy Miller of the AM newsroom and Bill Ingram, who processes and voices KSTP's nightly TV news show—told of the areas of cooperation in the two types of news broadcasting. Bob Redeen, news director of WOC-AM-FM-TV Davenport, Iowa, told how his two varieties of news are necessarily in direct competition.

Last act of the short course, going into session as a business meeting of the Northwest Radio News Assn., was to elect Glenn Flint, news director of WDAY Fargo, N. D., president for the coming year. He succeeds Charles D. Hilton, news director of KGLO Mason City, Iowa. Other officers elected are William Krueger, news director of KDAL Duluth, vice president; Art Smith, Sioux City, manager of KNAX Yankton, S. D., secretary, and Don Wright, news director of KLER Rochester, Minn., treasurer.

Four panels on radio news problems occupied sessions of the short course. Use and operation of wire services were discussed at a panel with Mr. Hilton as leader and Don Richardson, KAUS Austin, Minn.; Ed Brandt, United Press field representative, and George Moses, Minneapolis Associated Press bureau manager, as participants. Charles McCuen, KRNT Des Moines, led a panel on "How to Make the News Show Different," with Prof. Charles E. Swanson, U. of Minnesota School of Journalism, and Dean Montgomery, KELO Sioux Falls, S. D., taking part.

A panel on crime news on the air brought forth statements that some of the taboos on broadcasting such news are beginning to disappear. Crime news, said the participants, should be treated with the same "responsibility and judgment that are applied to any other news, always with the added problems of good taste that characterize news broadcasting." Mr. Krueger was chairman of the panel; Paul Presbrey of the *Minneapolis Star*, Paul Ziemer of WKBH LaCrosse, Wis., and Sheriff Ed Ryan of Hennepin County, Minnesota, the participants.

The fourth panel, dealing with use of recording devices in news broadcasting, was led by Julian Hoshal, KYSM Mankato, Minn. Assisting him were John Leslie, WDGY Minneapolis.

Two speeches by foreign correspondents were given to the short course—one by Herbert Lewis of the St. Paul *Pioneer Press*, just returned from Southeast Asia, and the other by Philip Potter, Baltimore *Sun* foreign correspondent, who was wounded in Korea last fall.

Northrop Dawson, program director of KUOM, the U. of Minnesota station, played a sample of the new KUOM documentary series, *Minnesota Mid-Century*, which is being furnished on discs to 39 of the 44 Minnesota AM stations without charge. United Press played host to a cocktail party Friday evening.

Others who attended: Katherine Barzen, KTRF Thief River Falls, Minn.; Jim Bormann, WCCO Twin Cities; Paul Brown, KSTP Twin Cities; Rey Brune, Minneapolis bureau, United Press; Roger Cowell, WCCO Twin Cities; Jack Dunn, WDAY Fargo, N. D.; Allen Fobes, Mankato, Minn.; Bob Franzen, WTCN Twin Cities; Garth W. Germond, WEBC Duluth; Jerry Gill, Associated Press, Omaha; Jeff Gorham, KILO Grand Forks, N. D.; Max Guttman, WDAT Fargo, N. D.; Brooks Henderson, KSTP Twin Cities; Gardiner Jones, United Press, Sioux Falls, S. D.; Don Kelly, KELO Grand Forks, N. D.; Jack Kelly, WRFW Eau Claire, Wis.; Walter Losk, KELO Grand Forks, N. D.; Bill McGivern, KIJV Huron, S. D.; Jim McGovern, WDGY Minneapolis; Orrin Melton, KSOO Sioux Falls, S. D.; Howard Morgan, Associated Press, Minneapolis; Robert L. Owens, KVOX Moorhead, Minn.; Marie H. Prosser, KATE Albert Lea, Minn.; Francis Robbins, KDHL Faribault, Minn.; Charles Sarjeant, WCCO Twin Cities; Ronald Schaffer, KASM Alvany, Minn.; Jim Schwartz, WOI Ames, Iowa; Jack Shelley, WHO Des Moines; Ray Stougaard, KSUM Fairmont, Minn.; Jack Swenson, KFYR Bismarck, N. D.; Ray Thompson, KROC Rochester, Minn.; Dick Vogl, WEAU Eau Claire, Wis.

TWO-YEAR rights to services of Penny Pruden (r) and Penny Pruden's Pantry Inc., Cincinnati club center and product testing outlet, are assigned to WLW-WLWT(TV) Cincinnati as Robert E. Dunville, president of Crosley Broadcasting Corp. (WLW owner) looks on. "Penny's Pantry" will be a merchandising service of the radio-TV stations.

RADIO PRAISED

"Public Spirit" Hailed by Congressman

AN ELOQUENT appraisal of the radio industry's "vigilance and public-spirited" service to the nation was voiced in Congress last week by Rep. Harold C. Hagen (R-Minn.), who is serving his fifth term in the House.

The Congressman said he was singling out radio stations because "in these times, when it seems to be popular to criticize and find fault, we very often overlook the great good accomplished by Americans and American industry."

Referring to the "iron rule of dictatorship," Rep. Hagen noted the contrast between the operation of American radio and stations behind the iron curtain "where radio is used constantly to divide and subjugate the people, to thwart the freedom of mankind, and to instill hatred and greed into the hearts of the citizens."

He continued:

Compare this use of radio with the operation of the radio stations in America. We are all familiar with the public service programs of the American radio industry, the free time made available for the purpose of education and the sharing of knowledge, the programs dedicated to humanitarian causes, the unselfish devotion to the ideals of freedom of thought and expression, and the constant effort to make life better for all our people as well as the people of all the world.

The radio industry of America stands unchallenged in its service to the ideals which are America's heritage and the industry asks nothing in return, being content to operate freely in a land where freedom is the paramount tradition.

In paying tribute to the radio industry, Rep. Hagen pointed out how KROX Crookston, Minn., an independent outlet, has contributed its share of public service to its community.

The Congressman cited service of KROX and other stations which saved lives and avoided property damage during destructive floods in the Crookston area last year. Another incident, he said, was a public campaign launched by KROX which succeeded in apprehending a hit and run driver.

Rep. Hagen concluded: "I am proud of these services KROX is giving to its community. I am more proud to know that hundreds of radio stations all over America are equally vigilant and equally public spirited.

"We need have no fear for the future of our democratic way of life as long as we have free and unafraid avenues of information. Our free way of life is safer and more secure because of the services of America's radio stations, television stations, newspapers, magazines and other publications."

KOREAN POLL

House Hears KSUM Results

A RADIO station's poll of listeners on the Korean situation was presented to the House of Representatives by Rep. Joseph C. O'Hara (R-Minn.).

The poll was conducted in a one-week period ending Jan. 30 by KSUM Fairmont, Minn. Two questions were asked: Whether the U. S. should pull out of Korea and who should determine whether American troops be sent overseas, Congress or the President.

According to Rep. O'Hara, the poll showed 89% of the respondents believing the U. S. should take its troops out of Korea, 97% said Congress should make the decision on whether troops be sent abroad.

WIND Chicago will broadcast Indiana High School Basketball Tournament for 16th year under sponsorship of same client, Northern Indiana Public Service Co. Bud Campbell will handle commentary on games, three daily on four Saturdays beginning Feb. 24.

Deposits and assets in Mississippi banks are now at an all-time high. This is more reason than ever why you should reach this prosperous market through WJDX . . . "the voice of Mississippi."

REPRESENTED NATIONALLY by the GEORGE P. HOLLINGBERY CO.

AUTO RADIOS

Importance Stressed in Audience Study

CHANCE that an auto radio will be turned on increases with the number of passengers, according to a study of car listening made in Georgia by Donald P. Schrader, radio journalism instructor at Iowa State U.

This important audience, often overlooked, takes on added significance with TV's growth, according to Mr. Schrader. In addition, the auto and portable radio audience offsets the normal summer drop in the case of in-home listening.

The Schrader study was conducted in Macon, Ga., last August, with 12,000 interviews and observations made at traffic lights, drive-in theatres and restaurants, and ball parks.

In general he found:

Men are more likely than women to listen to the car radio.

Likelihood the car radio will be turned on increases with number of passengers.

Likelihood the set will be turned on at a given time increases with the distance the car has travelled that particular trip.

Interviews were conducted between 7 a.m.-8 p.m. weekdays, covering both white and negro drivers. So few negro drivers were found that they were eliminated from the findings.

Of all cars observed parked on streets in downtown Macon, 63.66% had radios, and 71% of all cars in which drivers were interviewed had radios. This may be accounted for by the fact that other research has shown that cars with radios are driven more than cars without radios (Whan 1949 Study of Iowa Radio Audience), Mr. Schrader said. Thirty-seven percent of all car radios were turned on at the time of the interviews, but this figure is given more significance when reported by sex, time and distance travelled, he said.

The following table reports listening by sex:

TOTAL % LISTENING BY SEX IN RADIO CARS

Sex	Sets in Use
Male	40.0%
Female	23.3%
Male and female in same car	37.3%

The fact that listening generally increases as the number in the car increases is clear from the following table:

LISTENING BY NUMBER IN CAR BY SEX

Sex	No. in car	% radio cars in which radio on
Male	1	38.2
Male	2	29.1
Male	3	50.0
Male	4 or more	71.5
Female	1	17.6
Female	2	28.5
Female	3	33.3
Female	4 or more	91.1
Male and Female	2	32.8
Male and Female	3	25.0
Male and Female	4 or more	59.6

The likelihood that a driver will have his radio on enroute to work in the morning is also determined by the distance travelled. Interviews were conducted at the entrance to industrial plants and military establishments from 7 a.m. to 10 a.m. with the results shown as follows:

PER CENT OF RADIOS ON BY DISTANCE TRAVELLED TO WORK

Distance travelled	Sets in use
one to three miles	16.5%
five to nine miles	30.1%
eighteen to twenty-two miles	47.4%

The percent listening varied little from day to day, and the high station identification is construed as further indication that this is regular listening. Ninety-three percent of all those interviewed on their way to work could identify the station to which they were listening.

From 1-3 p.m. interviewing was conducted at traffic lights on main highways through the city. Twenty-three percent of all radios were turned on, and 93.8% named the station to which they were listening.

In the evening, 28% of the radio-cars entering drive-in theatres and restaurants and ball parks had their radios on, and 85% of the drivers named the station to which they were listening.

It is difficult to come to any conclusion about the program preference of car listeners in the morning and evening because all four stations in Macon had similar programs, according to Mr. Schrader. In the afternoon major league baseball had the largest audience.

Listening on the car radios was to local stations. The number of radios tuned to non-Macon stations was less than one-tenth of one percent.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

"PROOF OF THE PUDDING"

Because Local advertisers know that WDBJ excels in coverage, distribution and RESULTS in Roanoke and Southwestern Virginia*, 27 LOCAL accounts have maintained continuous advertising schedules from 5 to 15 years on WDBJ.

**Ask Free & Peters for the complete WDBJ story.*

WDBJ CBS • 5000 WATTS • 960 KC
Owned and Operated by the TIMES-WORLD CORPORATION
ROANOKE, VA.
FREE & PETERS, INC., *National Representatives*

WHDH PROJECT

Controls Unwanted Brush

THE BRUSH CONTROL project of WHDH Boston is being hailed throughout New England as one which can save railroads, public utilities and farmers millions of dollars annually.

WHDH is successfully combating rapid growth of brush at its transmitter site in Needham, Mass., where constant resprouting was obstructing ground wires and threatening transmitter operations. Attempts in 1948 and 1949 to destroy the brush failed. But Robert B. Choate, publisher of *The Boston Herald-Traveler*, which owns WHDH, was convinced that science—plus determination and ingenuity—could solve the problem. In December 1949 he initiated the current project.

Heading the project were Dr. Frank E. Egler, plant ecologist, with the program carried on under Philip K. Baldwin, WHDH, chief engineer, and William B. McGrath, WHDH managing director. Results have been successful beyond expectations and at a cost below other brush-killing expense.

ANTENNAS

FCC Proced...

FCC REVISED Part I of its r... to establish internal procedure ... handling applications in the ... of the provisions for aeronau... study of antenna sites contained ... the recently adopted Part 17 of ... rules [BROADCASTING • TELECA... ING, Jan. 1].

The Commission said th... amended rule, Sec. 1.377, provid... that antenna data presented ... station applications will be ex... amined by the antenna surv... branch of its chief engineer's of... and if no aeronautical study ... necessary, the information will ... forwarded to the appropriate Co... mission bureau for further acti... If study is needed, the data will ... forwarded to the appropri... regional airspace subcommittee ... the Civil Aeronautics Administr... tion.

Those cases in hearing, in wh... no initial decision has issued, w... be handled on a case-to-case ba... and no special provision has be... made, FCC said. In general, FC... said it did not believe it would ... necessary to reopen records a... ready closed to take evidence pe... taining to air safety, but in so... cases where the record is n... closed, such evidence may be d... sirable.

ANDREWS TO TEACH

Leaves Consultant Fie...

L. W. ANDREWS, who for th... past several years, has served ... the capacity of radio consultan... through his organization, L. W... Andrews Inc., left the consulti... field Feb. 17.

Mr. Andrews took the step ... order to be free to instruct in an... supervise the Eastern Iowa Radi... School which he has developed fro... a night school to a full time scho...

In leaving the consulting bu... ness, Mr. Andrews is requesti... FCC to dismiss the CP for his n... dio station KFMA Davenport... Iowa. A corporation has be... formed, however, to be known a... the KFMA Broadcasting Co. an... an application has been filed fo... his facilities with the FCC.

NEW DIRECTOR

At Fordham U. Stati...

APPOINTMENT of Rev. Leo M... Laughlin, S. J., as director ... WFUV (FM) Bronx, N. Y., Ford... ham U. station, and a realignme... of station personnel, were an... nounced last week.

Personnel changes include Ja... son La Haye Jr. to chief supe... visor and programming assista... to the director; William A. Co... man to director of national em... gency operations; Edwin J. Tu... er to chief announcer; John ... Mahoney to under-graduate supe... visor of production, and August ... Rickert to director of publicity an... promotion.

CHECKING the agenda for the two-day CBS District 9 sessions in San Francisco [BROADCASTING • TELECASTING, Feb. 19] are (l to r) FCC Chairman Wayne Coy, CBS District 9 Director Clyde Coombs, and CBS President Frank Stanton.

BUOYING a cocktail party ending the first day of District 9 sessions are (l to r) Charles E. Salik, KCBQ San Diego; John Karol, CBS sales manager; Charles Garland, KOOL Phoenix, and Hi Wells, KOLO Reno.

NORTHERN CALIFORNIA station representatives who gather with their San Francisco host, Arthur Hull Hayes (second, r), CBS vice president and general manager of KCBS San Francisco, at the Mark Hopkins Hotel include (l to r) Paul Bartlett, KFRE Fresno; Walter Baziok, KREN Bakersfield; John Hamlyn, McClatchy Broadcasting Co.; Mr. Hayes, and Leo Ricketts, McClatchy Broadcasting Co.

IAAB MEET

In Sao Paulo March 19-29

HEMISPHERIC broadcasting will be discussed in detail at the Inter-American Broadcasting Assn.'s second convention, which will be held at Sao Paulo, Brazil, March 19-29. More than 300 delegates are expected.

IAAB agenda includes approval of next year's budget, study of proposed radio station regulations, need for cooperation in an international radio-educational plan, analysis of private broadcasting in Canada, and selection of country for IAAB's home office.

The board of directors includes Goar Mestre, Cuba; Emilio Azcarraga, Mexico; L. B. Sicco, Uraguay; E. M. de Assis, Brazil, and Gilmore Nunn, U.S.A. (WLAP Lexington, Ky.).

READING of North Dakota Poet James W. Foley's poetry by Karleton Johnson on KDIX Dickinson, N. D. *Sunshine Hour* was a big factor in state legislature's voting next day to place poet's statue in Statuary Hall in U. S. Capitol, station reports.

LaMOTTA FIGHT

'All-Time Great'—Pabst

"WITHOUT a doubt, the LaMotta-Robinson classic will go down in history as one of the greatest sports events ever staged," according to Nate Perlstein, director of advertising for Pabst Sales Co., Chicago, radio and TV sponsor of the bout.

"We are delighted that we could bring this event to the millions who could not attend in person. The fact that some 15,000 people came out in person indicates that the public is hungry for well-matched and carefully-planned sports events. We are happy to be playing a part in keeping sports alive.

"For many years, Pabst Blue Ribbon has taken an active interest in the development of sports."

Lester Malitz, vice president of Warwick & Legler, New York, was agency supervisor of the event.

BEST PROGRAMS

Named by Los Angeles Poll

NBC *Halls of Ivy* and ABC-TV *The Ruggles* were named the outstanding radio and television programs, respectively, of the past year in the second annual awards poll announced last week by the Southern California Assn. for Better Radio and Television.

Selected as "outstanding" in other categories were: Drama—Radio, CBS *Lux Radio Theatre;* Television, *The Ruggles;* Comedy and Variety—CBS *Jack Benny Show;* CBS *Alan Young Show;* Music—NBC *Standard Hour;* KTLA *Harry Owens' Hawaiians;* Education and Information—CBS *University Explorer; KFI-TV University;* Reporting-News Interpretation—CBS *Chet Huntley;* KLAC-TV *Clete Roberts.*

Programs were selected from those heard in the Los Angeles area.

CIVIL CENSORS

Urged For Korean News

PUBLIC representatives as well as military personnel should set policy on news censorship in Korea, M. M. Oppegard, president of the *Grand Forks Herald,* licensee of KILO Grand Forks, N. D., said in Chicago Feb. 13. He spoke at the midwinter meeting of the Inland Daily Press Assn.

Pointing out "there should be some kind of civilian committee dealing directly with military authorities in Korea," Mr. Oppegard said "they should have sufficient official recognition that they could argue with the military over the wisdom of withholding information the military wishes suppressed." He concluded that "when what we are to be told rests wholly with the military, the suspicion arises that what is blacked out is something which would reflect on our military leadership."

Our belief

Religious Freedom is a most cherished right.

Our belief in action

WGAR offers its mike . . . free . . . to all creeds and to all religions. Every Sunday morning for 13 years, WGAR has presented the "Hour of Worship". This public service is an example of religious freedom in action.

WGAR

Cleveland's Friendly Station

Represented Nationally by

Edward Petry & Company

RADIO – America's Greatest Public Service Medium

THE LATEST WCKY STORY

WCKY IS THE ONE TO WATCH IN 1951!

JANUARY 1951 SHOWS A LARGE INCREASE OVER JANUARY 1950 FOR WCKY

MAIL

32% more mail was received in January 1951 over January 1950. 95,692 pieces from 41 states and 16 foreign countries, all ordering WCKY advertised merchandise.

ADVERTISING

NATIONAL ADVERTISERS spent 11% more in January 1951 than January 1950. National advertisers know that in Cincinnati WCKY gives them more listeners at less cost.

LOCAL ADVERTISERS spent 6% more in January 1951 than January 1950. The local boys know what stations produce for them and they keep coming back for more and more WCKY advertising.

BOTH LOCAL AND NATIONAL ADVERTISERS KNOW THAT

IN CINCINNATI

YOUR BEST BUY

IS WCKY

INVEST YOUR AD DOLLAR WCKY'S-LY

THE LATEST WCKY STORY

RESULTS

NO WONDER WCKY KEEPS INCREASING YEAR AFTER YEAR! RESULTS LIKE THIS BRING ADVERTISERS BACK EACH YEAR AND EACH YEAR WCKY PRODUCES BETTER RESULTS:

"OUR CLIENT, GALGANO RECORDS, HAS TO DISCONTINUE THEIR RECORD OFFER. WE CAN'T GET DELIVERY. WHO'D EVER FIGURE THAT WCKY ALONE WOULD SELL IN EXCESS OF *200,000 RECORDS IN LESS THAN 4 WEEKS.*"

Alvin Eicoff
Marfree Advt. Corp.

WATCH WCKY IN 1951!

Call Collect: Tom Welstead
Eastern Sales Manager
53 E. 51st St.,
New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688

or

C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci. 281

L. B. Wilson

WCKY
CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER

editorial

TV for Tycoons Only?

RADIO AND television manufacturers and broadcasters are exercised over the excise tax foray. Understandably so. Pending legislation, proposed by the Treasury, would buck the excise impost from the present 10% to 25%, lumping radio and TV sets in with "durable goods" in the luxury class.

Luxury, indeed, when the whole civil defense plan is built around the broadcast media as the "communications nerve center?" Is it fair to raise the cost of receivers to the point where only those in the upper income brackets can afford them?

The problem for radio isn't nearly as serious as for TV. There's virtual aural radio saturation now, and the units are lower in price. But in TV, a 25% tax on a $300 set would practically price the unit out of the reach of the average citizen.

We're glad to see the Radio-Television Mfrs. Assn., NAB and CIO-UEW go all out in opposition to this rankly discriminatory impost.

Owning a radio and TV set in the U.S. is a "luxury" enjoyed by no other people. It is the "luxury" provided by the broadcast arts which were born, nurtured and developed by Americans, making them the best-informed populace in the world. And the most accessible in times of stress.

Voice or Babel?

SENATOR BENTON'S proposal for a Senate investigation of the Voice of America and related government propaganda efforts strikes us as deserving of prompt and sober attention.

A full-dress inquiry is needed to find out whether our propaganda arm is as muscular as it ought to be. Mr. Benton reported that an expansion of the staff of the Voice and its sister services is in the wind, that the budget for fiscal 1952 authorizes a total payroll of more than 13,000.

As Mr. Benton pointed out, that would be a staff larger than the number of people employed by NBC, Associated Press and Metro-Goldwyn-Mayer put together. We suspect that unless there is a considerable change in operations and policies, the State Dept., in building up the Voice staff to that enormous total, will be adding fat, not muscle.

So far there seems to have been no serious effort to include among the Voice personnel any appreciable number of practical broadcasters—men who have demonstrated their abilities in the tough climate of commercial competition. True, such outstanding figures as Brig. Gen. David Sarnoff have given advice to the Voice on an informal and consultative basis for some time. James D. Shouse, chairman of the board of Crosley Broadcasting Co., has been conducting a special survey intended to discover means of enlarging the overseas audience to Voice broadcasts.

The advice of such men is worth far more than the government could afford to pay. They, and others like them, are willing to help the Voice, despite personal sacrifice, because they recognize the perils of our present crisis. The pity is that the services of so few men of such stature have been enlisted by the government.

We fear that unless a very much greater effort is made to create at least a core of practical radio experience in the vast staff of the Voice, the government will build a huge and awkward broadcasting service in the image of most bureaucracies.

The fact is that the Voice of America should not only serve to pump a U.S. information and education program around the world, in answer to the propaganda effort of the Soviet. It should also prepare the way for its own liquidation.

Eventually, when the present tension is relieved, it should be possible for free radio systems—like the one that flourishes in the U.S. —to exist everywhere. Government-operated radio is out-of-keeping with the fundamental American concept of government. It is at best a temporary expedient to which we are driven in a perior of international controversy.

It seems to us that if a greater number of practical broadcasters exerted their influence on the Voice, two desirable ends would be attained. First, the effectiveness of the service would be improved. Second, the Voice would not become the tool of professional bureaucrats determined to perpetuate it forever.

TV, NG: CIO

TELEVISION has been blamed for the collapse of the theatre boxoffice, for bankrupting sports promoters, in short for all the ills of other enterprises that cannot easily be excused by some more obvious cause.

Last week television was even indicted for union-busting.

The *CIO News* reported that TV was keeping members away from union meetings. Absenteeism from union meetings is an offense just short of treason, so it is safe to say that the CIO leaders must think of TV as a scabrous influence indeed.

We agree with the CIO that it must be difficult to make a strategy committee report as beguiling as, say, an evening with Faye Emerson. Perhaps the solution for the CIO is to harness TV to its own use—surprise the absentees by chasing them right into their own homes.

Union leaders, performing on TV, could surround themselves with showmanlike trappings—a chorus of shapely dancers, for example—and keep the boys glued to the sets. It might not be the sort of thing old Sam Gompers would have done, but then things were different in his day.

On the House

AFTER THREE long years, the House Interstate & Foreign Commerce Committee is ready to consider the McFarland Bill (S 658), which has passed the Senate three times. It would realign FCC procedures to expedite handling of business, and it would place the full burden of responsibility upon the FCC itself—not its staff.

We have supported the McFarland measure because we have felt that its many good features over-shadowed one or two objectionable aspects. There's a provision to allow the FCC to issue "cease and desist" orders, as a sort of middle-ground sanction against law violators. We have always been wary of this provision for fear that it might be abused. Licensees have been disposed to accept it, however, as a small price to pay for the benefits that otherwise would accrue.

The House committee certainly isn't committed to all of its provisions. We hope that it will appraise the "cease and desist" provision and that it will move toward its elimination in any joint conferences between Senate and House.

our respects to:

THOMAS JAMES ALLARD

WHEN CANADIAN broadcasters this week hear a report on the activities of their national association, it will be the third such report given them by youthful Thomas James Allard. Sandy-haired, thin, dynamic and serious Jim Allard will not mince words; he will give the Canadian Assn. of Broadcasters in convention at Quebec the facts about their industry as he sees them from the vantage point of general manager of the association with headquarters in Canada's capital city, Ottawa.

Mr. Allard has been representing Canadian broadcasters at Ottawa since 1943, and knows practically all Canada's members of Parliament personally through frequent contact in the interest of the Canadian independent broadcasters. When he first went to Ottawa from the Canadian west, from where so many of Canada's most aggressive broadcasters have come, it was his job to sell radio to the men and women in the Canadian Parliament. He went to operate the co-operative Canadian Radio Bureau, an office whose main aim is to have members of Parliament record weekly or less frequent reports to their constituents, the record to be aired over the hometown station. These *Reports from Parliament Hill* are now a regular feature of Canadian broadcasting.

Canada has two official languages, English and French. Outside Quebec province and a few scattered section of western Canada, French is however seldom spoken. The majority of Canadians speak only English. Mr. Allard was no exception when he went to Ottawa. Like all Canadians he had learned French at school, but that was not a speaking knowledge of the language. So when he went to Ottawa, which is separated from Quebec province by the Ottawa River, he decided he had better brush up on his French. After all there would be French-speaking members of Parliament to see, and they would appreciate seeing a representative of Canadian broadcasters who could speak their language. There also were French-language station members of the Radio Bureau.

Mr. Allard did so well in his French that his first report to the CAB membership on their co-operative Radio Bureau was given verbally in both English and French. That made a big hit with French-language station operators. Mr. Allard has continued his study of French and is a member of the Eloquent, Elegant and Erudite order of Orateurs du

(Continued on page 51)

3,163,033 Different People Listen to WOV at Least once a week!

WOV is your best bet for
Sales Impact, Coverage and Economy

YOU CAN BUY:

1,972,921—*Italian Listeners*

1,190,112—*English Listeners**

3,163,033 **DIFFERENT PEOPLE**

at a cost of approximately

11 cents per THOUSAND PEOPLE reached — naturally you'll reach most of these people several times weekly.

*WAKE UP NEW YORK • 1280 CLUB • RAMBLE IN ERIN—PRAIRIE STARS

WOV's New Animated Sound Film
"3,000,000 People" tells the whole story.

730 FIFTH AVE., NEW YORK 19
ROME STUDIOS: VIA di PORTA PINCIANA 4

National Representative: John E. Pearson Co.

1st in

POPULATION

4,051,740*

RETAIL SALES

$2,294,535,000**

NET INCOME

$3,487,827,000**

FARM INCOME

$809,026,000**

MANUFACTURING SALES

$4,497,300,000***

... among the 12 states in the rich, growing Southeastern Market

*1950 U. S. Census
**1949 Sales Management
***1949 Manufacturers Record

NORTH CAROLINA

DEPARTMENT OF CONSERVATION AND DEVELOPMENT, RALEIGH

Strictly Business

(Continued from page 11)

abode is at the corner of 46th St. and Fifth Ave.

Born in New York on Feb. 12, 1897, Wally attended De Witt Clinton High School and Cornell U., where he majored in the chemistry of food preservation—a far cry from his present field. During World War I, he was in the Navy, winding up as a deck ensign on destroyer duty. After the war, he went back to Cornell to take an M.S. in food chemistry.

After several weary months behind test tubes and beakers, he decided on a sales job. In 1923, he took such a job with the Elyria Co., which then manufactured glass-lined steel tanks for use in the food processing industry.

The following year, 1924, he married Doris Dunning, a Smith College graduate, and got another sales job, with the old *New York World*.

Enters Radio Field

A succession of sales jobs followed. In 1926 he met Scott Howe Bowen, who later became a pioneer station representative and found himself with a new kind of sales job—selling radio transcriptions.

He started a major campaign, on his own behalf, with NBC—a campaign that lasted for two years and paid off in 1930 with a spot in the NBC network sales department.

For eight years, Wally Duncan was one of NBC's top sales personnel. In 1938 he was offered a key sales job at WNEW New York. The job was a challenge as well as an opportunity, and he took it.

At WNEW, Mr. Duncan rose quickly—as the station prospered—to be one of the industry's best-paid and best-known sales executives, eventually becoming vice president in charge of sales. He was a prime mover, with Bernice Judis and Herman Bess, in developing WNEW's highly-successful "block programming," formula of music and news.

Mr. Duncan retired from WNEW in 1948 to run a Dutchess County (N. Y.) hog-and-dairy farm of some 400 acres with his wife, two daughters (Ann, 21; Heather, 19), and two sons (Ian, 13; Jeffery, 9). Meanwhile, he accepted a vice president's job on a consultant basis, at WSNY Schenectady.

Finally Wally Duncan decided farm life was a little too isolated. Early last year he moved back to New York and into the top sales slot at WPIX, where he remained until shortly before he assumed his newer duties at the Paul H. Raymer Co.

Mr. Duncan is a member of Phi Gamma Delta, the American Legion, the New York Grange and the Cornell Club of New York. In what little spare time he has, he is preparing a chapter for a TV book due to be published this summer.

The basic success secret in his field, Mr. Duncan feels, is really very simple. "Most of our business increases," he states, "comes from steady clients—agencies and advertisers—who have decided to expand their schedules with us. I feel, as my boss, Paul Raymer, does, that once the client believes in you and your stations, and once you start delivering more than you promise, the rest is fairly easy."

HOOSIER broadcasters plan saturation coverage of the Indiana High School Basketball Tournament March 17. Fifty-three AM and FM stations will be fed by 32 separate origination set-ups at the tournament, in addition to one TV origination. Coverage plans are discussed by (l to r): Emmett Jackson, WCNB Connersville; L. V. Phillips, commissioner of the Indiana High School Athletic Assn.; Richard L. Pyles, WCSI Columbus; Daniel C. Park, WIRE Indianapolis, and president, Indiana Broadcasters Assn.; Joe Jordan, WSAL Logansport; Robert Hinshaw, assistant to Mr. Phillips, and O. E. Richardson, WASK Lafayette.

KXLY'S LOVE STORY

With Radio as the Heroine

HERE is a love story sure to be interesting to the radio and advertising fields.

KXLY Spokane has put out an attractive booklet entitled, *Why Are Listeners and Advertisers So in Love With Radio?* The booklet showers compliments on the aural medium and quotes from Pliny the Younger who 1,800 years ago eulogized the spoken word.

KXLY is placing the booklet into the hands of store managers, their department heads, owners of small stores and even store clerks. Then the station manager's wife and to the department head's wife. "This gives him a chance to see it both at the store and at home," KXLY explains.

As a poet would write of his beloved, so KXLY describes radio. There are sections under such headings as:

"Radio creates the most beautiful pictures of any medium—the pictures that people draw in their minds.

"Radio delivers prospects in the right frame of mind and heart.

"Radio reaches the new generation who make tomorrow's profits possible.

"Radio is the happy medium."

THE OLD SEA-HORSE SAYS:

No Other Medium "Offers So Much For So Little".
Now affiliated with Progressive Broadcasting System.
May We Hear From You?

WVMI BILOXI MISSISSIPPI

Serving the Entire Mississippi Gulf Coast

1000 WATTS • 570 KILOCYCLES

NATIONAL NIELSEN-RATINGS* TOP RADIO PROGRAMS

(TOTAL U. S. AREA, INCLUDING SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)
REGULAR WEEK JANUARY 7-13, 1951

Current Rank	Previous Rank	Programs	Current Ratings Homes %
EVENING, ONCE-A-WEEK (Average For All Programs)			(8.5)
1	2	Jack Benny (CBS)	22.0
2	1	Lux Radio Theatre (CBS)	19.4
3	6	Amos 'n' Andy (CBS)	18.7
4	3	Charlie McCarthy (CBS)	17.1
5	4	Godfrey's Talent Scouts (CBS)	16.0
6	5	My Friend Irma (CBS)	16.0
7	7	Walter Winchell (ABC)	15.1
8	11	You Bet Your Life (NBC)	13.9
9	9	Red Skelton (CBS)	13.4
10	10	Hollywood Star Playhouse (CBS)	12.7
EVENING, MULTI-WEEKLY (Average For All Programs)			(5.8)
1	1	Beulah (CBS)	11.7
2	2	Tide Show (CBS)	10.1
3	5	Lowell Thomas (CBS)	9.3
WEEKDAY (Average For All Programs)			(5.7)
1	1	Arthur Godfrey (Ligg. & Myers) (CBS)	10.1
2	2	Romance of Helen Trent (CBS)	9.3
3	3	Our Gal, Sunday (CBS)	9.1
4	4	Wendy Warren and the News (CBS)	8.7
5	5	Arthur Godfrey (Nabisco) (CBS)	8.4
6	10	Rosemary (CBS)	8.2
7	6	Ma Perkins (CBS)	8.1
8	16	Backstage Wife (NBC)	8.1
9	9	Big Sister (CBS)	8.0
10	17	Right to Happiness (NBC)	8.0
DAY, SUNDAY (Average For All Programs)			(3.6)
1	1	True Detective Mysteries (MBS)	8.1
2		The Shadow (MBS)	7.9
3	2	Martin Kane, Private Eye (MBS)	7.6
DAY, SATURDAY (Average For All Programs)			(5.7)
1	1	Armstrong Theatre (CBS)	10.3
2	2	Stars Over Hollywood (CBS)	10.3
3	3	Grand Central Station (CBS)	9.8

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 41,903,000—the 1951 estimate of Total United States Radio Homes.
(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.
Copyright 1951 by A. C. NIELSEN CO.

'Freedom' Awards

(Continued from page 37)

Waterbury Colflesh, single broadcast on *Know Your Neighbor* program sponsored by Junior League of Des Moines, Des Moines, Iowa. Des Moines school radio system.

Maine Council of Churches, single broadcast over *The Church School of the Air* during Brotherhood Week, Portland, Maine. WCLH Portland, WRDO Augusta, and WLBZ Bangor.

KGVO Missoula, Mont., single broadcast dramatizing periods of civilian hoarding in wartime.

Among General Awards, second-place awards were won by The Advertising Council Inc., New York, for *The Miracle of America,* and by Thomas J. Filas of the Don McNeill Radio Productions, Chicago, for his original song, "Freedom Bell March." Honor medals were awarded the Assn. of National Advertisers Inc., New York, for its 1950 series, *Effective Employe and Community Relations in Action;* and Anheuser-Busch Inc., St. Louis, for *Between Americans,* a single telecast on the Ken Murray Show of Oct. 14, 1950.

For a commencement address at Hastings High School, Marion Harper Jr., president of McCann-Erickson Inc., New York, received a third-place award.

In the public address category, a fourth-place award went to George E. Sokolsky for "The Peace of Truth," delivered at St. Bonaventure U. A certificate of merit was given Stuart Peabody of The Borden Co., New York, for "Advertising and Total Diplomacy," delivered at an AAAA meeting.

DR. ALLEN B. DuMONT (l) was willing to let his 50th birthday on Jan. 29 slip by but executives and early employes surprised him with an informal party in the cafeteria of the DuMont Allwood cathode-ray tube plant, Clifton, N. J. Dr. DuMont prepares to cut the birthday cake while Leonard F. Cramer, vice president of DuMont Labs, beams a congratulatory smile.

DIRECT MAIL did total dollar volume of $918,660,480 during 1950, according to figures released by Direct Mail Advertising Assn.

Feature of the Week

(Continued from page 11)

reforms in the currency—no more bottlecaps! After one last program for the benefit of those hapless souls who had invested their all in Arrowhead milk so that they could save the caps, the new medium of exchange became Arrowhead ice cream wrappers.

The Minnesota traders reacted swiftly, bottle caps being at a premium during that last hectic week before they would again be like any round scraps of cardboard —worthless and unwanted. There was a run on bottle caps. And when the day of reckoning finally came, when the last bottle cap auction began, hundreds of thousands of the ubiquitous discs were piled up in the KDAL studios, their anxious owners waiting for the test of power, the bottle cap's last hour of glory.

Inflation is a mild way of describing the hullabaloo that followed. Imagine 11,400 bottle caps for an Erector set! The traders were falling over each other to get rid of their prized currency. Two bikes were snatched up for 13,000 caps apiece.

Then it was all over. The old economic laws reasserted themselves, and the traders left—those who were lucky enough to have gotten rid of their bottle caps—clutching whatever they had been able to buy. Those who had not been so fortunate left with their bulging bags and boxes of worthless trash. Fittingly enough, those caps remaining with the station were turned over to the janitor to be burned, and according to the station's building engineer, they were used in place of coal for three hours by the four story Bradley Bldg. in 10-below-zero weather.

Thus all bottle caps come to a good end someday and fulfill their natural destiny, and many Minnesota hearts were happy with their gains. But of the wretched hundreds who were unable to convert their bottle caps, we hear little. They watch and wait hopefully for a new financial revolution, while, in Duluth at least, the ice cream wrapper reigns supreme.

KSWM
JOPLIN, MO.

REACHES 446,600* PERSONS WHO SPEND... $285,550,000 ANNUALLY IN TOTAL RETAIL SALES!

* This map shows airline miles to nearest metropolitan centers, assuring unduplicated CBS service to the KSWM audience.

Now in its *fifth year* of service, KSWM is an integral part of all community affairs and activities.

KSWM
Austin A. Harrison, President
CBS in JOPLIN, MO.
Nationally Represented by WILLIAM G. RAMBEAU CO.

Radio Market Data for Oakland, California

1. How many people?
There are 3 million people in the coverage area of KLX, the top station in Hooper ratings. KLX claims only 600,000 as steady listeners.

2. How rich are they?
Oakland area radio listeners spend 100 million for drugs, 1 billion for food, 1/2 billion for general merchandise, 1/4 of a billion for radios, TV and furniture.

3. What does Hooper say?
KLX leads all independent San Francisco and Oakland radio stations in the Oakland Hooper... and often leads in all six periods!

4. Do San Francisco Independents cover Oakland?
No, these stations reach only 15% to 35% of the Oakland audience that KLX covers. You can check this by adding the Hooper share of audience figures for all six periods.

5. What about KLX results ...and promotion?
Just send for success stories on your field. Also, KLX has won 7 national awards for sound promotion.

KLX
TRIBUNE TOWER • OAKLAND, CALIFORNIA
Represented Nationally by
BURN-SMITH CO., INC.

front office

BILL HUMBERT, manager KVMA Magnolia, Ark., appointed manager KPAS Banning, Calif.

ROSS CASE, production manager KWAT Watertown, S. D., named acting manager, replacing THOMAS L. YOUNG, called to duty with Marine Corps.

WOLTER H. PATTERSON JR., vice president, treasurer and station manager Clinton County Broadcasting Corp. (WIRY Plattsburg, N. Y.), leaves corporation. The following officers have been elected, JOEL H. SCHEIER, president; THOMAS A. ROBINSON, vice president; JOHN M. NAZAK, treasurer, and ARMAND A. MANCUSO, secretary.

EDWARD P. MORGAN, member of the Washington radio law firm of Welch, Mott & Morgan, last week took office as head of the price enforcement division of the Office of Price Stabilization. He replaced F. Joseph Donohue, who succeeded Guy Mason as District Commissioner. Onetime FBI agent and specialist on Fascist, Communist and other un-American groups, Mr. Morgan was associate counsel for Joint Congressional Committee investigating Pearl Harbor.

ROBERT ROHRS, sales department WPAT Paterson, N. J., to sales staff WONE Dayton.

LOUIS E. SMITH, sales-service department WOAI-TV San Antonio, appointed account salesman, succeeding FRED VANCE, resigned. JOHN BAADE, TV commercial staff, replaces Mr. Smith in sales-service.

PAUL H. BENSON appointed commercial manager Palmetto Broadcasting System (regional network), Anderson, S. C.

W. S. GRANT Co., San Francisco, appointed representative for Aloha Network, T. H.

IRVING LICHTENSTEIN, publicity and promotion director WWDC AM-FM Washington, appointed head of newly created publicity-sales promotion-merchandising department. MANUEL MICHAELSON, FM account executive, and WARREN BOOROM, KRSN Los Alamos, N. M., will assist Mr. Lichtenstein in new department.

Mr. Lichtenstein

KOFO Ottawa, Kans., appoints Bowles & Co., Ft. Worth, as national representative.

MORTON J. WAGNER appointed emergency mobilization coordinator of Radio Wisconsin Inc. (WISC) Madison.

NATIONAL TIME SALES, N. Y., appointed national representative for WLPO LaSalle, Ill.

KEN ADAMS to KGFJ Los Angeles sales staff.

Personals . . .

GENE TIBBETT, general manager WLOX Biloxi, Miss., elected president Gulf Coast Shrine Club. . . . BOB WELLS, general manager KIUL Garden City, Kans., presented award as "Outstanding young man of year for state of Kansas." . . . ROBERT T. MASON, owner and manager WMRN Marion, Ohio, elected president of Marion County Republican Club. . . . JACK TIPTON, salesman KLZ Denver, spoke on "Radio Advertising," as guest lecturer before journalism and advertising students at U. of Colorado.

H. PETER LASKER, general manager WLWD (TV) Dayton, was guest speaker Feb. 19, at Rotary Club luncheon. He spoke on "The Inside of Television." . . . BENEDICT GIMBEL JR., president and general manager WIP Philadelphia, appointed to emergency stabilization cooperation committee of city.

HARRY WISE Jr., West Coast head George P. Hollingbery Co., L. A., elected chairman of Los Angeles branch, National Assn. of Radio Station Representatives. . . . LEON WRAY, sales manager KHJ Los Angeles, returned to work following three weeks convalescence from abdominal operation. . . . AL HUBBARD, account executive KECA Hollywood, adopts boy, Frederick. . . . FRANK MATHEWS, salesman New York office WLW Cincinnati, is grandfather of girl born Feb. 19.

LEMMON NAMED
Gets WJW Executive Posts

APPOINTMENT of Bill Lemmon as vice president and general manager of WJW Cleveland, Ohio, ABC affiliate, has been announced by William M. O'Neil, president of WJW Inc., licensee of WJW-AM-FM. Mr. Lemmon has been associated with the station since 1940.

Currently serving as vice president and general manager of the affiliated Ohio Music Co., Cleveland's wired Muzak service facility, Mr. Lemmon has had wide experience with station operation and personnel. He also will continue his present duties with the music firm.

Mr. Lemmon

Mr. Lemmon joined WJW as a salesman in 1940 when the station was located at Akron, Ohio, and remained in that capacity until he joined the Maritime service for a three-year period during World War II. During those years WJW was moved to Cleveland and Mr. Lemmon returned to head up the music subsidiary, a position he now holds.

Extension Granted

G. A. RICHARDS stations last week were granted a 30-day extension to March 21 in which to file proposed findings of fact and conclusions in the case involving license renewals of KMPC Los Angeles, WJR Detroit and WGAR Cleveland. Protracted hearings in Los Angeles and Detroit were completed last December [BROADCASTING • TELECASTING, Dec. 25, 1950]. In the extension petition, it was noted that counsel illness since Christmas Day occasioned a need for more time.

Johnstown's Only Morning Personality

JOE CAVANAUGH IS A WORK-HORSE

off the air *and* *on his show*

WARD

WEEKDAY MORNINGS • SEVEN 'TIL NINE

THE JOE CAVANAUGH SHOW

WARD JOHNSTOWN CBS WVAM ALTOONA

Represented by Weed and Company

WDRC

HARTFORD 4 CONNECTICUT

WDRC—FM

$19,482,000 In Drug Sales*

Drug advertisers pick WDRC the Test Station in Hartford, the country's No. 1 Test City. Write Wm. Malo, Commercial Mgr., WDRC, Hartford 4, Conn.

*Sales Management's Figure for Hartford Metropolitan Area.

CBS

Our Respects To

(Continued from page 46)

Mont Royal.

Mr. Allard did such a good job with the Canadian Radio Bureau that Canada's broadcasters sent him to San Francisco in 1945 to represent them at the organizing sessions of the United Nations. From there he sent out daily reports for airing to the Canadian stations as part of the service of the Canadian Radio Bureau. He interviewed Canadian delegates to the conference and so brought the Canadian viewpoint to the Canadian listeners.

The following year he was given the added task of looking after all public service activities of the CAB, handling the many requests for free time which flood Canadian stations, helping them with all types of public service activities, keeping a record of these programs and services for the annual reports which Canadian stations have to make to the Canadian Broadcasting Corp. and the Department of Transport.

Work Liked

Two years later the Canadian broadcasters showed Mr. Allard how well they liked his work. In the spring of 1948 at their annual convention they appointed him general manager of their association, a post he has held since and with which he has combined the Radio Bureau and a number of other activities for the service of Canadian broadcasting.

Jim Allard was born at Sault Ste. Marie, Ontario, on July 22, 1914. At an early age he moved with his parents to the province of Alberta and the city of Edmonton, then still a small town. His father built schools and Jim attended them. He did well, and at the age of 12 won the Alberta gold medal for an historial essay on Canada's Diamond Jubilee, celebrated July 1, 1927. While going to school Jim played hockey, and later did some refereeing in that winter sport. He graduated from the U. of Alberta with an honorary degree in commerce.

After a short period on Edmonton newspapers, he joined CJCA Edmonton as an announcer in 1935, then became a continuity writer and news editor of the station. For his excellent job as news commentator and news writer he won the Citation of Merit of the Assn. of Canadian Advertisers in 1943, and this acknowledgement of his abilities was a deciding factor in his being picked for the Canadian Radio Bureau.

Since becoming general manager of the CAB, Mr. Allard has had need for all his driving force. There was first a reorganization of the entire CAB establishment which was moved to Ottawa from Toronto in the interests of economy, since Mr. Allard had to keep a close eye on the important Radio Bureau as well. Then it was necessary to work out a better method of giving service to French-language stations which have problems not applicable to the English-language stations. The Department of Transport wanted to increase station license fees considerably and required more detailed annual reports from stations. Mr. Allard was kept busy and was able to have the drastic station license fees moderated. He established regional meetings of CAB member stations at which mutual problems were solved around the conference table, saving time at the annual meetings. He was largely responsible for picking engineers to represent the CAB at the NARBA conferences, and helped a former colleague from western Canada, Pat Freeman, to set up the sales directorate of the CAB at Toronto.

In addition to handling the annual CAB convention of the past two years and this year, Mr. Allard's biggest job, and most time-consuming job, has been the preparing of data for briefs represented by independent broadcasters and the CAB at the various hearings of the Royal Commission on Arts, Letters and Sciences, headed by Rt. Hon. Vincent Massey. The report of this commission is expected soon, and will have an important bearing on the Canadian government's future policy on broadcasting and television. Mr. Allard attended all sessions of the commission right across Canada, being on hand with CAB board chairman, Bill Guild, CJOC Lethbridge, to answer all questions of the commissioners and their counsel.

Mr. Allard married radio actress Alice Tonstad at Edmonton on May 6, 1938, and they have one daughter, Sandra Lee. Before going to Ottawa, Mr. Allard had time for boxing, fencing, skating and hockey, now he has time only for swimming. He takes an active interest in national and international affairs, economic matters and social welfare work. At Ottawa, he belongs to the Rideau Club and the American Trade Assn. Executives Club.

NO PIKE(R) was this door prize at a recent luncheon of the Minnesota Sportsmen, held in Chicago during the Pro-Football Draft Meeting. A Minnesota-caught walleye, it was won by Don Arthur, WDUZ Green Bay program director, shown hefting it.

NETWORK SPONSORS

Radio Increase Reported

SPONSORED network shows on radio totalled 214, and those on television 159, according to the February issue of *FACTuary*, published by Executives Radio-TV Service, Larchmont, N. Y. Similar figures for Nov. 1, 1950, showed 207 sponsored network radio programs and 162 sponsored network television programs.

Agency accounts in network radio for February 1951 totalled 128, spread among 84 agencies. Network television agency accounts totalled 156, spread among 81 agencies, it was stated.

AD CLUB MEET

Roslow Cites Measurement

SIDNEY ROSLOW, director of The Pulse Inc., was one of a group of speakers at various clinics of the Advertising Club of New York last Monday, as part of its Advertising and Selling Course. Mr. Roslow spoke on radio-TV audience measurement.

Other speakers included Frank J. Ford, sales promotion manager for National Distillers Products Corp.; Robert A. Whitney, president of National Sales Executives; George L. Miller, vice president of R. T. O'Connell Co.; Charles V. Morris, vice president of Reinhold-Gould Inc., and Howard A. Stone, vice president of Daniel Starch & Staff.

HITCH YOUR PRODUCT TO A "RADIO RANCH" STAR

Webb Hunt soar as these Webb Hunt . . . and watch your sales advertisers have done:

Alaga Syrup
B. C. Headache Powder
Dentyne Chewing Gum
Fairmaid Bread
Foremost Dairies
Ipana Tooth Paste
Kam Dog Food
Kool Cigarettes
Ladies Home Journal
Lone Star Beer
Musterole
O. J. Beauty Lotion
Pic Sweet Frozen Food
Red Arrow Drugs
Robert Hall Clothes
Shampoo Curl

Plus a choice list of local advertisers.

Webb Hunt Shows:
"Portcity Popcert"
8:30 to 10:00 a.m.
Mon. thru Fri.

"Music Maker"
7:05 to 8:15 a.m.
Mon. thru Fri.

For information call
FORJOE
National Representative
or **DAVE MORRIS**
General Manager
at KEystone 2581

"RADIO RANCH"
P. O. Box 2135

KGW carries the weight in the Oregon Market DAY or NIGHT

TOTAL BMB FAMILIES
From 1949 BMB Survey

DAYTIME	
KGW	350,030
Station B	337,330
Station C	295,470
Station D	192,630
NIGHTTIME	
KGW	367,370
Station B	350,820
Station C	307,970
Station D	205,440

KGW PORTLAND, OREGON
on the efficient 620 frequency
AFFILIATED WITH NBC
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

Greetings are extended to tournament participants by S. F. B. Morse (l), board chairman of Calif. Packing Corp., as Mr. Phillips of KDON looks on.

★ ★ ★

AN 'ACE' FOR LBS

Crosby Golf Event Carried

A PROFESSIONAL hole-in-one was scored by Liberty Broadcasting System in its coverage of the 10th Annual Bing Crosby Proamateur Golf Tournament. Such stars as Bob Hope, Johnny Weismuller, Byron Nelson, Dennis O'Keefe, Jimmy Demaret, Phil Harris, Bob Crosby and "Der Bingle" himself were interviewed during the four-day contest, finally won by Byron Nelson.

The broadcasts were not sponsored nationally, but were fed to all outlets for local sponsorships.

Programming amounted to more than 10 hours of air time and was originated for LBS by KDON Santa Cruz, Calif., under the direction of Orel Phillips, program director for the station. Mr. Phillips assisted the announcers, balancing play-by-play reporting with personalities and color in order to hold interest of golfers and non-golfers alike.

Ad Nominations Wanted

ASSN. OF Canadian Advertisers has asked for nominations for men and women who have made noteworthy or outstanding contributions in 1950 to Canadian advertising. Five awards will be made in the shape of medals for various phases of the advertising business.

air-casters

WILLIAM DOAK, announcing staff KATL Houston, appointed director of publicity and promotion. He replaces **JUSTIN HOUSE,** resigned to accept editorship of *Cotfag Magazine,* sports publication. **ROBERT C. WARREN,** senior Rice Institute, appointed to announcing staff.

TED McKAY, WKNA Charleston, W. Va., appointed program director WMON Montgomery, W. Va. He succeeds **TED NELSON,** now with KVER Albuquerque.

LESLIE G. ARRIES Jr., staff director WABD (TV) New York, named assistant to **C. G. ALEXANDER** in administration of program production department DuMont TV Network. Mr. Arries, former cameraman, production assistant and director of special events, WTTG (TV) Washington, and program operations manager WDTV (TV) Pittsburgh, is only member of DuMont to serve in all three owned and operated DuMont stations.

BILL BARRON, page staff, Don Lee Network, Hollywood, to network public relations department. He replaces **SUE DOHAN,** news editor for publicity releases, on leave of absence because of sickness.

CHARLES BARTON, motion picture film director, signed to direct CBS *Amos 'n' Andy* television film series, first of which is now being filmed at Hal Roach Studios, Culver City, Calif.

DAN RUSSELL, program manager Pacific Regional Network, on leave of absence attending Uruguay Film Festival, Montevideo, at request of Motion Picture Producers Assn. He returns in early March.

AL ROSS, disc jockey-announcer WBAL-AM-TV Baltimore, appointed director of popular music for station.

JIM STRONG, announcer WTIC Hartford, called to duty with Army.

GEORGE SMITH, graduate Columbia Institute, Philadelphia, appointed to announcing staff WIP same city.

CLYDE LING, Columbia graduate, named chief script writer WCAM Camden, N. J.

WILLIAM A. VENELL, announcing staff WHO Des Moines, named traffic manager for AM-FM operations.

FRANK YOUNG, public relations manager WPIX (TV) New York, to NBC same city. He will handle official social functions in behalf of network.

BETTY SCHMIDT, KXLJ Helena, Mont., to information division of foreign service, State Dept.

ED RODGERS, emcee for U.S. Treasury Bond show series WBKB (TV) Chicago, to WHBF-AM-FM-TV Rock Island, Ill., as staff announcer.

HENRY MAY, scenic designer CBS-TV, and Jean Donovan were to be married Feb. 24.

VIC PIANO, promotion director WSB-AM-TV Atlanta, named officer of new Georgia Alumni Assn. of Syracuse U.

A. DONNAVAN FAUST, program director WLWD (TV) Dayton, on three weeks vacation touring South.

FRAN PETTAY, night program director WJR Detroit, will emcee new *Music Hall Matinee,* Mon.-Fri. at 4 p.m.

RANDALL KALER, program director WFAS-AM-FM White Plains, N. Y., and Mae Claire Von Pein, married. **RITA CHOICE,** sales promotion WLS Chicago, transfers to promotion-publicity, working under **JOHN DRAKE,** manager.

ETHYL FOSTER, corresponding secretary of Philadelphia Television Assn., to emcee *The Saturday Nite Preview* over WCAU-TV Philadelphia.

RUSS NAUGHTON, chief announcer WDRC Hartford, writing weekly newspaper column for *Hartford Courant.*

DENNIS DAY, star of NBC *Day in Life of Dennis Day,* father of boy, Michael Joseph.

GENE McCANN, KNBC San Francisco, to KRON-TV same city, on announcing staff.

EMERSON BUCKLEY, associate music director WOR New York, dedicated Dade County Auditorium, Miami, in ceremonies Feb. 24. He conducted Miami Opera Guild performance of "Carmen."

NANCY REINIKE to script department KCBS San Francisco, replacing **JOY FRIZZE,** who is now with Buchanan & Co., same city, as assistant to production manager. **MARIANNE GOLDMAN,** newswriter for Red Cross, to KCBS to handle promotion work on *Bill Weaver Show.*

News . . .

CHARLES EISCHEN, *Chicago Herald American,* to KGO San Francisco, in news and special events department.

HARVEY STEGMAN, sports staff WSPC Anniston, Ala., to head of sports department KWFC Hot Springs, Ark.

JULIAN HESS, New York public relations man, to news staff WMTR Morristown, N. J., replacing **JERRY JACOBS,** now in Army.

JOE MICHAELS, news editor WFDR (FM) New York, father of boy, Jonathan.

RICK WEAVER, sports director WIOU Kokomo, Ind., to handle broadcast of State Basketball Tourney.

MILDRED ALVANIA to ABC Hollywood as assistant editor. **MARION CREIGHTON,** network traffic department, also transfers to that department.

AGNES KRUGH, program department WGN Chicago, named assistant to Norman Kraeft, farm director. She will help in preparing scripts, correspondence, market reports and program schedules.

WILLIAM NOONAN, news department KXOK St. Louis, to active duty with Marine Corps.

CEDERIC FOSTER, Yankee-Mutual news commentator, guest speaker at Advertising Club of Boston's luncheon. He spoke on "A Fight Against Communist Aggression."

LOWELL LIMPUS, chief of UN bureau and military editor *New York Daily News,* signed to contract for exclusive newscasts and military editing and anaylsis for WORZ Orlando. He makes his home in Orlando during winter months.

KEATS VINING, farm commentator WOOD Grand Rapids, Mich., awarded citation for his work in soil conservation by Michigan State College, East Lansing.

LEO JAMES BORMAN, chief news and public affairs department WCCO Minneapolis, named winner of 1950 Byline Award, annual citation by Marquette U., College of Journalism.

GENE GROVE, news editor WMRN Marion, Ohio, father of daughter, Mary Beth.

BRAND SURVEY

Reported by KMA

MAY BROADCASTING CO., which operates KMA Shenandoah, Iowa, has published its "1950 Brand Distribution Surveys for Food and Grocery Store Products and for Drug Products."

The statistical survey was made by the KMA merchandising staff which, through inventories and interviews, checked stores in Iowa, Nebraska, Missouri and Kansas. The grocery survey covered 71 stores in 34 towns, while for the drug survey, 50 stores in 40 towns were checked.

KMA said that it would gladly send a copy of either or both of the studies to interested parties.

National Advertisers

When Shopping for BIG RETURNS in the Maritimes, your best "MARKET BASKET" is CHNS . . . Ask

JOS. WEED & CO.
350 Madison Ave., New York

They also know about our new 5000-WATT TRANSMITTER

HALIFAX NOVA SCOTIA

CHNS

HALIFAX NOVA SCOTIA

FEBRUARY 26, 1951

TELECASTING

A Service of BROADCASTING Newsweekly

Cavalcade of Bands

...now in its second successful year, playing to the largest audience ever assembled before one bandstand

Presented every Tuesday
9:00 P.M. EST
over the facilities of

DUMONT

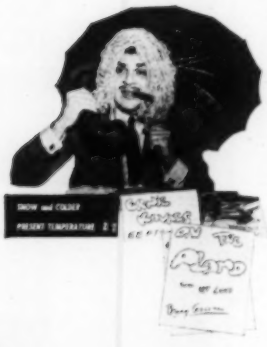
TELEVISION NETWORK
62 AFFILIATED STATIONS

A Division of Allen B. Du Mont Laboratories, Inc.

© 1951

515 MADISON AVENUE, NEW YORK 22, NEW YORK • PHONE: MUrray Hill 8-2600

What's New in Television?
Take a Look at WPTZ!



This is for Time-Buyers

. . . real hep Time-Buyers!

IF it were possible, how would you like to buy a one-minute TV spot—at our card rate—right in the middle of the Ted Mack Amateur Hour? Yes, and have Ted do the commercial too. Or a participation spot in Your Hit Parade? Or Howdy Doody? Or in any one of a dozen top-rated network programs?

The advertising trade press would undoubtedly consider it the best "time buy" in history. But if you think that's good, here's something that's better:

You can reach more Philadelphia homes per dollar invested in "3 To Get Ready", WPTZ's sensational new morning program.

Moreover, the impact quotient of a participation in "3 To Get Ready" is some *three* times that of the hypothetical spot in network show because the participation includes a time signal and a re-cap at the end of each half-hour segment!

"3 To Get Ready" (Monday through Friday, 7:30 A.M. to 9:00 A.M.) is the biggest advertising bargain available in Philadelphia television.

This is not just home grown enthusiasm on our part—it's a fact you can prove with figures.

If you have spot television business to place in the strong Philadelphia television market, you and your client can't afford to overlook WPTZ's "3 To Get Ready". For the facts and figures give us a call here at WPTZ or see your local NBC Spot Sales Representative.

PHILCO TELEVISION BROADCASTING CORPORATION
1800 Architects Bldg. • Phila., Penna.
Telephone LOcust 4-2244

WPTZ

FIRST IN TELEVISION IN PHILADELPHIA

NBC
TV-AFFILIATE

A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg. Washington 4, D. C.

FEBRUARY 26, 1951

BROADCASTING, Telecasting $7 annually, 25c weekly

FORD TOPS NETWORKS

Has Largest 1950 Gross—PIB

FORD MOTOR Co. was the top TV network advertiser in 1950, according to BROADCASTING • TELECASTING's analysis of data compiled by Publishers Information Bureau on expenditures of advertisers for video network time. From seventh place in 1949, when it spent $443,705 for TV network time at gross rates, Ford in 1950 increased its television time purchases to $1,837,057 for first place.

R. J. Reynolds Tobacco Co., which ranked second among TV network advertisers in 1949, maintained that position in 1950 by more than doubling its time purchases which rose from $726,400 in 1949 to $1,642,425 last year. P. Lorillard Co., third in 1950 with gross TV network time purchases of $1,458,125, had ranked eighth in 1949, when it spent $397,781 for video network time at gross rates.

First 10 advertisers for the year 1950 are shown in Table I. While the top seven 1950 TV network clients were also included in the 1949 top 10, Anchor-Hocking Glass Co., Philco Corp. and American Tobacco Co. in 1950 replaced RCA, Admiral Corp. and DuMont Labs, which ranked first, fifth and tenth in the 1949 roster of leading TV network accounts. It should be noted that the comparisons are not absolute, as the PIB 1949 figures covered all four TV networks but in 1950 DuMont did not report, so that the 1950 data cover only ABC, CBS and NBC video network clients.

NBC Gross Sale Leader

The month-by-month comparison of the gross time sales of these three TV networks, with 1950 compared with 1949, is given in Table II. For the full year of 1950, NBC leads with gross time sales of $21,185,692, more than three times its 1949 gross of $6,500,104; CBS is second and ABC third with even larger percentage increases in 1950 over 1949 billings.

Analysis of the $40,611,910 total 1950 TV network time purchases by product groups of advertisers makes up Table III, which also gives the 1949 expenditures of the various types of products advertised on the TV networks. This table also gives a product group comparison for the month of December 1950 with the same month of 1949.

The five product classes most active in their use of network TV time during 1950—foods, smoking materials, automotive, toiletries and radio and TV receivers, in that order—were also the top five groups in 1949, although in that year the order was somewhat different. Smoking materials ranked first among TV network clients in 1949, followed by automotive, foods, radio and TV sets and toiletries advertising, in that order.

For the month of December 1950, the top five product groups advertised on the TV networks were: foods, smoking materials, toiletries, automotive and household equip-

(Continued on page 58)

TABLE I

TOP TV NETWORK ADVERTISERS DURING 1950*

1. Ford Motor Co.	$1,837,057
2. R. J. Reynolds Tobacco Co.	1,642,425
3. P. Lorillard Co.	1,458,125
4. National Dairy Products Corp.	1,356,652
5. General Foods Corp.	1,128,606
6. Liggett & Myers Tobacco Co.	1,074,141
7. General Motors Corp.	1,063,324
8. Anchor-Hocking Glass Corp.	1,057,913
9. Philco Corp.	1,011,428
10. American Tobacco Co.	951,715

Source: Publishers Information Bureau

*Time expenditures on ABC, CBS, NBC, with DuMont not reporting.

TABLE II

GROSS TIMES SALES OF ABC-TV, CBS-TV, NBC-TV FOR 1950 & 1949

	ABC-TV		CBS-TV		NBC-TV		Total	
	1950	1949	1950	1949	1950	1949	1950	1949
January	233,949	6,273	613,477	104,989	1,042,153	260,693	1,889,579	371,955
February	202,911	18,674	552,478	135,036	978,243	353,055	1,733,632	506,765
March	344,097	26,352	657,501	190,865	1,175,186	476,800	2,176,784	694,017
April	372,022	47,359	873,343	186,616	1,147,698	477,843	2,393,063	711,818
May	367,939	132,146	1,003,658	243,241	1,583,185	460,440	2,954,832	835,827
June	405,566	119,835	840,374	198,161	1,574,771	399,790	2,820,711	717,786
July	210,947	119,674	380,906	114,401	941,243	317,775	1,533,096	551,850
August	265,421	115,002	354,524	164,471	1,242,276	284,160	1,862,221	563,633
September	461,822	155,480	802,461	271,938	2,148,399	470,080	3,502,682	897,498
October	1,221,773	217,199	2,178,148	590,626	3,007,771	937,294	6,407,692	1,745,119
November	1,243,549	214,660	2,181,664	677,836	3,070,010	1,035,808	6,495,223	1,928,304
December	1,298,616	219,337	2,269,022	568,713	3,274,757	1,026,366	6,842,395	1,814,416
Total	6,628,622	1,391,991	12,797,556	3,446,893	21,185,692	6,500,104	40,611,910	11,338,988

Source: Publishers Information Bureau

NAB-TV

100% Membership Drive Underway

AN ALL-OUT membership drive for NAB-TV—aimed at a 100% goal of enrolling every one of the country's 107 TV stations in this new industry association—was launched last Monday by the board of directors of NAB-TV, which appointed itself in toto as the association's membership committee.

First step in the membership campaign was to wire each TV station that the membership dues in NAB-TV have been set at each station's highest five-minute rate per month. If the station has no five-minute rate—and a few don't have them—then its dues will be one-half of its 15-minute rate per month. Network dues were pegged at the nominal sum of $100 a month.

New Dues Schedule

The new dues schedule becomes effective April 1, 1951, and will be based on station rate cards as of that date. NAB-TV board in establishing this schedule did so with the admission that it may be desirable to change it subsequently and appointed a three-man committee with George Storer, Fort Industry Co., as chairman, and Campbell Arnoux, WTAR-TV Norfolk, and Robert D. Swezey, WDSU-TV New Orleans, as members, to study its effect and report back to the board before April 1, 1952.

Dues discussion occupied most of the morning session of an all-day board meeting, held at the Advertising Club of New York. Various formulas were investigated, with Dr. Kenneth H. Baker, research director of NAB, sitting in on this part of the meeting to give the directors the benefit of his professional experience. Use of gross income as a base for calculating dues, which has been the formula utilized by NAB, was seriously considered, but was finally discarded in favor of the rate card base for a variety of reasons.

One argument against the gross income base and for the rate card plan was that at this stage of TV development there is a wide range in hours of station operation and the adoption of the gross income base might levy a tax on the enterprise of station operators who are pioneering with all-day TV service for their communities.

New dues structure is expected to provide the new television broadcasting industry organization with the $150,000 tentatively budgeted for the first year's operation. With a backlog of 51 membership pledges secured at the Chicago meeting in January [BROADCASTING • TELECASTING, Jan. 22], although they are subject to their signers' approval of the new dues structure, NAB-TV board members expressed confidence of securing a sizeable membership in advance of the April convention.

Discussion of selection of personnel to staff NAB-TV was curtailed by agreement of board members that it would be unwise to take many definite steps in this direction until after the appointment of the new president of the overall organization, NARTB, as he should have a voice in the selection of the key personnel of both the radio and video segements.

Searching Field

A committee was named, however, to explore the field for a man to head up the NAB-TV operation. Mr. Storer was appointed chairman of this committee, whose other members are: Harry Bannister, WWJ-TV Detroit; Mr. Arnoux; Paul Raibourn, KTLA (TV) Los Angeles; Clair McCollough, WGAL-TV Lancaster. Group is expected to hold its first meeting within the next week and will report back to the board at its next meeting, probably to be held in Chicago the day before the opening of the NARTB convention on April 15.

Dwight Martin, WLWT (TV) Cincinnati, chairman of the All Industry TV Per Program Committee, and Stuart Sprague, committee's counsel, met with the NAB-TV board for a full review and discussion of the negotiations with ASCAP for per program licenses for television [BROADCASTING • TELECASTING, Feb. 12, 19].

The board received with pleasure

(Continued on page 60)

CRIME HEARINGS

Commercial Shows Cancelled

DETROITERS, through the eyes and ears of TV and radio, were able to attend a real-life whodunit when the U. S. Senate Crime Investigating Committee held hearings in the Motor City last fortnight.

Public reaction to the two-day hearings was reportedly unprecedented. Thousands of letters and phone calls from Detroit residents inundated the studios of WWJ-TV and WJBK-TV, thanking the stations for their part in exposing the face of evil.

Nearly every other activity paused as televiewers riveted themselves before an estimated 90% of the city's screens to watch hoodlums squirm under the relentless questioning of the committee.

WJBK-TV and WWJ-TV used four cameras to record both days' sessions, with WJR and other stations including WJBK giving the radio audience a courtside-seat.

WJBK-TV and WWJ-TV cancelled all commercial programs at a sizeable loss of revenue to carry the morning and afternoon sessions in their entirety.

Like a robin feeding on worms after a spring rain, district attorneys seized and dragged out evidences in dark pasts. And the TV cameras caught every sullen gesture, squirm and grimace.

All over Detroit and lower Michigan the public—in homes, in schools, in business offices and in bars—watched and heard, and grew incensed.

Glued to Sets

Door-to-door salesmen were unable to tear housewives away from telecasts and retreated into bars themselves to watch. As one bartender commented in a letter to WJBK-TV: "The place was crowded all day. They didn't drink much, but that's ok with me." The bartender himself was absorbed in the hearings.

Leaders of business and industry, as well as ordinary citizens, phoned to say that television was performing the outstanding public service in the city's history. One businessman, who wished to remain anonymous, offered to buy the time so that WWJ-TV would be sure to keep the hearings on view.

Men in high places in industry and union activities also took the witness stand as the committee sought to determine the extent to which racketeers had been able to muscle their way into industry.

In the summing up by Sen. Herbert O'Conor (D-Md.), who headed the panel, of what the committee had discovered, and the help this evidence would be to local enforcement agencies, he added praise for the coverage TV had given.

Richard E. Jones, vice president and general manager of WJBK-TV, estimated that it would cost his station around $10,000 for the telecasts. Mr. Jones also was highly enthusiastic in the success of the programs. "I've never seen anything like it," he said. "This has been the most tremendous reaction that radio or television has ever experienced. I couldn't help but get the idea that this has caused a great public awakening. People . . . are demanding that something be done about what they saw."

Sen. O'Conor reads a statement under the eyes and ears of TV and radio at the Crime Committee hearings in Detroit.

* * *

Bannister Comment

Harry Bannister, WWJ-TV general manager, commented: "The hearings were the most terrific television show Detroit has ever seen. I doubt if there was a single set in the city not tuned to the hearings."

At hearings end, the stations had the decent citizenry of Detroit asking, "Why do we have to have men like these freely walking the streets?"

'MARCH OF TIME'

New Series Sponsored By 14 Banks

NEW HALF-HOUR TV film series, *March of Time Through the Years*, got under way last week with 14 banks sponsoring the weekly programs on that number of TV stations and with more signing up daily, according to March of Time.

Material from this motion picture series during the last 15 years is utilized in the TV series, in which John Daly, host commentator, and two guest authorities draw parallels between the events pictured from the past and the situation as it is today.

Produced under the supervision of Arthur B. Tourtellot, TV director of March of Time, the series begins with "Newsfronts of War—1940," followed by "When Air Raids Strike," "Inside China Today." "Teen Age Girls," "U. S. Navy, 1940," "Arms and the Men—USA," comprising the six films ready for telecasting. Series is planned to run 26 weeks, with possible extension for another quarter or half-year.

Friday Showings

Most stations will telecast the syndicated features on Friday, it was said, with a few using it on Thursday evenings.

A review of the first two films of the series, given in New York last Tuesday, showed these two programs, at least, drawing direct parallels between today and the time immediately preceding World War II, with a strong implication that a third World War is extremely probable if not inevitable. That banks, traditionally noted for ultraconservative tendencies in advertising as in other ways, should sponsor what is bound to be a decidedly controversial series, which had been declined as "too hot to handle" by several national advertisers, is not the least interesting aspect of the program.

Sponsors and stations for the series include: Chase National Bank on WJZ-TV New York; First National Bank on WBZ-TV Boston; Detroit Bank on WXYZ-TV Detroit; Pennsylvania Co. on WFIL-TV Philadelphia; City National Bank & Trust Co. of Chicago on WENR-TV Chicago; First American National Bank on WSM-TV Nashville; First National Bank in St. Louis on KSD-TV St. Louis; Citizens Fidelity Bank & Trust Co. on WAVE-TV Louisville; Indiana National Bank on WFBM-TV Indianapolis; Republic National Bank of Dallas on WFAA-TV Dallas; First National Trust & Savings Bank of San Diego on KFMB-TV San Diego.

Series is also running commercially on WBEN-TV Buffalo, WJAR-TV Providence and KPHO-TV Phoenix, but names of sponsors in those cities were not available last week.

Richard Krolik is project supervisor on *March of Time Through the Years;* Lillian Rixey is editorial director and John Dullaghan is film editor.

GARDEN 'FIXES'

Affect Program Schedules

REVELATION of "fixed" basketball games in New York's Madison Square Garden, Long Island U.'s consequent cancellation of its remaining games of the season, plus reluctance of many out-of-town teams to appear in the Garden, posed at least a temporary problem for WPIX (TV) New York last week.

The independent station, which telecasts from the Garden five nights a week, found itself without two games which had been scheduled for Thursday, but planned on such occasions to substitute films and other sports. Many Garden events are not involved. Representatives of DuMont TV Network, which originates from there on Saturday nights, did not expect to be affected.

EDUCATION TALKS

Features Saudek, Taylor

ROBERT SAUDEK, vice president in charge of public affairs for ABC, and Telford Taylor, counsel for the Joint Committee on Educational Television, were scheduled to debate the question, "should Television Frequencies Be Allocated to Education?" during the luncheon session of the Assn. for Education by Radio Conference Feb. 24 in New York.

The morning session of the conference, sponsored by the association's New York Metropolitan Chapter and the New Jersey Chapter, was devoted to a youth forum and a panel discussion on the subject "Is the Public Interest Being Served Adequately by Radio and TV?"

"What's Being Done Now?" was scheduled for discussion during the afternoon session by Fred Friendly; CBS Producer Irving Sulds, producer, *Court of Current Issues*, James F. MacAndrew, director, WNYE New York, Paul Tripp, *Mr. I. Magination*.

Hennock Talk

FCC COMR. Frieda B. Hennock last Tuesday re-emphasized her stand in favor of reserving 25% of the television channels for the exclusive use of educational institutions. Addressing the American Assn. of School Administrators at Atlantic City, Comr. Hennock said TV is no panacea for education but will give education "a strong, modern weapon." She said much of the responsibility for educational use of TV lies in the hands of the school administrators.

DuMONT ANSWER

Filed in CBS Suit

ECHOES of the CBS color TV controvery were heard in a New York court last week, as CBS was charged by Allen B. DuMont Labs with having filed a patent suit against DuMont to "intimidate" its customers and to "impair" its "reputation for fair dealing and integrity." DuMont made the charge in an answer filed Feb. 9 in the U. S. District Court in New York.

A counter-claim within the DuMont answer, requesting damages for "unfair competition," stated: "Within a matter of mere few hours after the commencement of this action by the plaintiff (CBS), the press and other media for the dissemination of news to the general public and to members of the trade were apprized thereof and of the allegations of the complaint . . ., and the said allegations, though known to the plaintiff to be without foundation in fact . . ., were widely circulated to the general public and to members of the trade to defendant's great damage."

Filing of the DuMont answer, contrary to the frequent procedure of parties to a controversy, was not announced to the press; and a DuMont spokesman refused to comment on the suit.

Replying to charges contained in the CBS complaint [BROADCASTING • TELECASTING, Jan. 29], the DuMont answer denied commission of any acts infringing CBS patents. Before a former CBS employe, G. R. Tingley, was employed by DuMont, CBS already had published the information alleged to be confidential regarding its industrial color television system, the answer charged.

'No Significant Difference"

Remarking there was "no significant difference between the principles embodied in, and equipment required for, and pertinent design and construction data, information and knowledge relating to" the CBS industrial color TV system and its broadcasting color TV system, the answer went on to relate some history of FCC color hearings. FCC sought assurance that CBS "was making fully and freely available to the industry without exacting any charge or compensation therefor" technical information relating to its color television system, and such assurance was given, the answer alleged.

If CBS withheld any information, DuMont charged, it obtained FCC approval of its color TV system "through false representation," which, by a rule of law, would prevent the court granting relief.

DuMont said it believed at the time of employing Mr. Tingley, and still believes, that "there was nothing confidential or secret about any information that Tingley was disclosing or might disclose to . . . (DuMont) . . . about Tingley's said employment, or in or about . . . (CBS's) . . . so-called industrial color television system."

The answer further alleged that any agreement between CBS and Mr. Tingley not to disclose information which was "neither secret nor confidential," such as CBS alleged had existed, would restrain Mr. Tingley from practicing his profession, and thus be illegal.

CBS, DuMont contended, knew "a number of months prior to July, 1949," that Mr. Tingley was seeking other employment in the event CBS failed to comply with his request to be transferred away from working on its color TV system. Mr. Tingley's attitude, the answer stated, arose from his "disbelief" in the CBS system. Mr. Tingley was discharged by CBS on July 15, 1949, and was employed by DuMont Laboratories on Aug. 1, 1949, according to DuMont.

DuMont requested that CBS be enjoined from asserting that the DuMont color TV system infringes CBS patents, or that DuMont had made use of CBS information; that the court award damages "on account of aforesaid unfair competition"; and other relief.

JCET SURVEY

Correction of Errors

CORRECTION of certain clerical errors in its one-week "blue book" survey of New York TV station programming has been reported to FCC by the Joint Committee on Educational Television, which seeks reservation of 20% of the TV channels for educational purposes. The corrections affect totals in children's programming, an area of TV much disputed among parent and teacher groups.

The corrections, made after discovering clerical mistakes in listing certain WCBS-TV New York shows, affect the totals contained in the JCET table reproduced on page 88 of the Jan. 29 BROADCASTING • TELECASTING. The table cities total program time for the week by class of program, with percentage of total time in each case.

Under Class 17, "Children's Programs," the total of 4,199 min. (12% of total time) devoted to this category remains the same. But the total time devoted to "information and instruction" programs is corrected to read 328 min. rather than 180 min. Percentage increases from less than 1% to 1%. "Children's Variety (including circus)" changes from 1,108 min. to 883 min., percentage of 3% unchanged. "Westerns" changes from 740 min. to 817 min., percentage of 2% unchanged. "Cartoons" drops from 572 min. to 499 min., percentage of 2% unchanged. "Puppets & Marionettes" increases from 328 min. to 401 min., percentage of 1% unchanged.

OVER 3,000 requests were received by WKY-TV Oklahoma City for miniature beer bottle lighters resulting from one announcement made by the brewers of Stag Beer on a late night show. Pretty Charylene Kelleher, WKY-TV employe, prepares lighters for mailing. Within two days after the announcement, more than 1,900 requests poured into the station and in 10 days the number had surpassed 3,000. Station reports it received requests from 45 of the 77 counties in Oklahoma as well as from Kansas and Texas.

TV MARATHON

Nets $70,000 for War Hero

A SIX hour marathon on WDTV (TV) Pittsburgh, starring Ed Sullivan and Morey Amsterdam as well as more than 150 local stars, raised nearly $70,000 for Private Robert L. Smith, young Pennsylvania soldier who lost both arms and legs in the battle for the Chosin Reservoir in Korea.

A local singer, John Gallis, suggested the program, and from there on WDTV worked in close cooperation with the American Legion to put it over. The show started at 8:30 p.m., and by the time it had signed off at 3:20 the next morning $65,000 had been pledged by residents of Pennsylvania, Ohio and West Virginia. Nearly $5,000 more poured in after the sign-off.

Thirty phones were in constant use during the evening at the station, as the switchboards remained jammed with thousands of donors' calls. Hundreds of telegrams reportedly were received every few minutes from the tri-state area. Manager Donald A. Stewart said that WDTV had donated an entire evening's worth of commercial time for the program. Director of Operations Larry Israel estimated that close to 1 million viewers saw the production.

AT&T

Not Taking Orders On Link to Coast

AT&T is not accepting orders at this time for coast-to-coast TV program transmission over the transcontinental microwave system which is expected to be completed and ready for use by television broadcasters by the end of the year, it was learned last week.

Refuting published reports that New York-to-Hollywood video program transmission facilities would be put into service in September and that orders are now being taken for such service, a letter sent to the TV networks points out that the new facilities are being installed primarily for telephone service. Until construction is complete and the company knows more definitely "when and to what extent these facilities will be available for television" and what the volume of TV business will be, AT&T states it will accept no orders for transcontinental TV service.

Letter reads in part:

As we have previously announced, the microwave system to the Pacific Coast is being constructed primarily to meet requirements for message toll telephone service. Initially, the Omaha-San Francisco section will be provided with four channels, two in each direction. One channel in each direction will be used for message toll telephone service. The remaining channel in each direction will be used for protection of message service and subject to this requirement, and any requirements brought on by the national emergency, would be available for television service. The further development and future usage of this route will depend to a large extent upon the availability of materials as related to service needs on this and other routes.

The construction of the new system has not advanced sufficiently to enable us to determine with any degree of certainty when it can be placed in service for television. Until we know more specifically when and to what extent these facilities will be available for television, and know the overall requirements for television service on this route, we shall be unable to act upon requests of network broadcasters. As soon as we have this information we shall communicate with the networks.

CBS COLOR

New Orleans Showing

CBS will demonstrate its color television system in New Orleans Feb. 28 and March 2 in cooperation with WWL New Orleans and the fashion group of that city. The network said W. L. Summerville, general manager of WWL, is inviting many public, educational and industry leaders of the South to witness the demonstrations.

The showings coincide with the March 2 meeting of Districts 4 and 5 of the Columbia Affiliates Advisory Board, to be held in New Orleans.

Equipment will be that designed and constructed by CBS for Smith, Kline & French Labs., Philadelphia pharmaceutical house which has been demonstrating medical and surgical advances via CBS color for the past two years.

Next such medical meeting will be March 5-8 before the New Orleans graduate assembly.

LOCAL SERIES

Sets Ambitious Goal

AN AMBITIOUS television series which the DuMont network's WDTV (TV) Pittsburgh and the Duquesne Brewing Co. think will prove that local sponsors even in one-station markets can compete with network presentations is slated to start on WDTV Wednesday night (Feb. 28), 8-8:30 p.m.

Series is a half-hour weekly program—or series of four programs to appear in month rotations at an estimated cost of $10,000 per show —which has been developed for Duquesne by V. I. Maitland, vice president of Walker & Downing Agency, Pittsburgh, which handles the account.

A *Keyhole Preview*, presenting parts of each of the four programs, is slated Wednesday night. For the preview, Miss Kyle MacDonnell, network TV star, will be on hand as mistress of ceremonies, and Mel Torme, radio, TV and movie singer, will be guest star. The production will be created, written, designed, staged, directed and produced by Pittsburgh people.

If the series is as successful as sponsor, station and agency think it will be, representatives said, it will be extended into other markets where Duquesne beers are sold, with Pittsburgh as the originating point.

The four rotating programs are Dr. Vladimir Bakaleinikoff, Pittsburgh Symphony Orchestra's musical adviser, and his sinfonietta plus instrumental and vocal soloists and a ballet group; a nightclub program built on the Show Boat theme; a hillbilly show including square dancing and specialties, and a backstage show presenting local critics and local entertainers.

Ford

(Continued from page 55)

ment, in that order. For the same month of 1949, automotive ranked first, followed by advertising for smoking materials, radio and TV sets, foods and toiletries. Household equipment advertising, ranking fourth in December 1950, was in eighth place in the same month of 1949; radio and TV set advertising, third in December 1949, stood sixth in the final month of 1950.

The top TV network advertisers in December 1950 (Table IV) were headed by Ford Motor Co., with Anchor-Hocking Glass Corp. second and General Foods Corp. third.

* * *

TABLE III
GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS

	Dec. 1950*	Jan.-Dec. 1950*	Dec. 1949	Jan.-Dec. 1949
Agriculture	.....	9,908	.....	4,275
Apparel, Footwear & Acces.	137,245	900,925	15,780	284,801
Automotive, Automotive Acces. & Equip.	748,146	5,325,447	394,030	1,546,287
Aviation, Aviation Equip. & Access.	.....	.....	.....	.....
Beer, Wine & Liquor	288,308	1,600,960	62,901	291,429
Building Materials	.....	91,290	.....	.....
Confectionery & Soft Drinks	297,860	1,838,838	22,608	188,309
Consumer Services	19,950	248,735	16,575	66,890
Drugs & Remedies	88,800	391,815	57,058	242,718
Entertainment & Amusements	.....	.....	.....	.....
Food & Food Products	1,290,337	6,602,029	210,058	1,331,987
Gasoline, Lubricants & Other Fuels	198,953	1,515,666	107,260	670,544
Horticulture	.....	1,140	.....	.....
Household Equipment	505,545	2,652,697	97,120	457,218
Household Furnishings	294,258	2,090,020	121,288	627,848
Industrial Materials	279,336	1,248,810	.....	11,643
Insurance	18,900	79,450	.....	.....
Jewelry, Optical Goods & Cameras	154,316	492,689	31,692	105,057
Office Equipment, Stationery & Writing Supplies	19,075	62,825	5,040	21,700
Publishing & Media	.....	152,401	.....	131,063
Radios, TV Sets, Phonographs, Musical Instruments & Acces.	496,669	3,357,714	262,702	1,254,977
Retail Stores	18,060	83,575	8,156	19,575
Smoking Materials	817,347	6,250,180	312,104	2,290,408
Soaps, Cleansers & Polishes	241,940	863,395	17,280	107,310
Sporting Goods & Toys	29,890	108,340	19,830	88,535
Toiletries & Toilet Goods	766,214	4,183,194	151,974	914,750
Transportation, Travel & Resorts	.....	.....	.....	.....
Miscellaneous	131,246	435,217	10,491	40,851

Source: Publishers Information Bureau
*ABC, CBS, NBC only, DuMont not reporting.

TABLE IV
TOP TV NETWORK ADVERTISERS IN DECEMBER 1950*

1. Ford Motor Co.	$214,895
2. Anchor-Hocking Glass Corp.	212,610
3. General Foods Corp.	208,910
4. R. J. Reynolds Tobacco Co.	202,135
5. Procter & Gamble Co.	173,600
6. Philco Corp.	158,562
7. Quaker Oats Co.	155,738
8. P. Lorillard Co.	152,172
9. American Tobacco Co.	151,089
10. Colgate-Palmolive-Peet Co.	149,720

Source: Publishers Information Bureau
*ABC, CBS, NBC only; DuMont not reporting.

* * *

DR. ALLEN B. DuMONT (center), president, DuMont Television Labs and the DuMont TV network, chats with two station officials at the WAAM (TV) Baltimore First Annual Regional Television Seminar—Herman Cohen (l), vice president and treasurer of WAAM, and Henry Fischer, WAAM legal counselor. Dr. DuMont delivered the keynote address at the seminar before 102 students representing 18 colleges and universities. The seminar, at WAAM studios Feb. 16-17, was sponsored by American U., Johns Hopkins U., Temple U., the U. S. Office of Education and WAAM. Speakers included Charles Underhill, CBS-TV general manager; Ed Roberts, BBDO script editor; William I. Kaufman, NBC casting director; Robert Saudek, ABC vice president; Jack Harrington, president, Harrington, Righter & Parsons, and Dr. DuMont. Seminar subtitle was "Career Opportunities in Television" [BROADCASTING • TELECASTING, **Feb. 5**].

DUNHAM QUITS

As KTTV General Manager

HARRISON M. DUNHAM, for the past year general manager of KTTV (TV) Hollywood, has resigned because of a "slight policy disagreement." No successor has been appointed. Various members of *Los Angeles Times* executive staff will supervise management until a general manager is selected, according to a statement issued by the station.

Omar Johnson, assistant to Norman Chandler, publisher of *Los Angeles Times* and president of KTTV Inc., will supervise station operations for the next few weeks.

Mr. Dunham recently was made a board member of the station and was secretary-treasurer of Consolidated Productions Inc., TV film syndication firm organized by KTTV and the *Times*.

UHF Cancellation Asked

HAVING completed comparative observations of the 529-535 mc UHF channel and VHF channel 4 (66-72 mc), NBC has requested FCC to cancel its special temporary authorization for its 50 w channel 4 transmitter at Bridgeport, Conn. The grant, made Sept. 27, 1950, had been to compare signal strengths and picture qualities of transmission on both bands.

WPIX SIGNS

To Telecast Yankee Games

COMPLETION of a six-year agreement with the New York Yankees by WPIX (TV) New York, which recently contracted also to telecast home games of the New York Giants for the third straight year, was announced last week. Station officials saw in the announcements an answer, "the Yankees' and Giants' answer at least," to charges that television cuts down baseball attendance.

WPIX will commence telecasting Yankee home games with the 1951 season, during which it will share afternoon games with WABD (TV) New York. Beginning in 1952, WPIX will carry both afternoon and night games exclusively.

WPIX Vice President and General Manager G. Bennett Larson, Dan Topping, co-owner with Del Webb of the Yankees, and Yankee Business Manager George Weiss negotiated the new six-year contract.

Peter Ballantine & Sons, Newark, N. J., through J. Walter Thompson Co., New York, will sponsor the 1951 Yankee telecasts. Sponsorship for 1952 was not announced.

By the start of the baseball season, transmitters of WPIX and WABD both will be mounted atop the Empire State Bldg. Thus, during afternoon games, the stations will be operating from transmitters similarly located and will be telecasting the same events—a situation which throws the spotlight on the comparative rates of the two stations, WABD's being considerably higher.

Ayer Luncheon

Luncheon in honor of Branch Rickey, Pittsburgh Pirates general manager, was held Feb. 19 in Pittsburgh under direction of Tom McMahon, of N. W. Ayer & Son, agency for Atlantic Refining Co. Guests included Atlantic officials along with representatives of Rieck-McJunkin Dairy Co., Ketchum, MacLeod & Grove, and other sports figures, as well as managers of 28 stations that will carry Pirates games in Western Pennsylvania under sponsorship of Atlantic and Rieck-McJunkin.

Los Angeles Brewing Co. (Eastside beer) last week bought the Angels' 71 home games and 60 feature films on KLAC-TV Hollywood at a total cost of $250,000. Films will be shown when the team is on the road. Agency is Warwick & Legler, Los Angeles.

KTTV (TV) Hollywood has acquired for $50,000 exclusive TV rights to 25 Hollywood Stars home games. KTTV will give the Stars a 30-minute promotional program per week plus 25 spot announcements. The Stars originally asked $150,000 guarantee based on attending attendance figures for the entire home schedule. Frank King, sales manager, negotiated the deal for KTTV.

Proof of a great operation...

TELEPHONE RANDOLPH 6-8000

112 Form F. D. 2 20M 4-49 (1985)

CITY OF CHICAGO
FIRE DEPARTMENT
ROOM 105, CITY HALL

MICHAEL J. CORRIGAN
FIRE COMMISSIONER

MARTIN H. KENNELLY
MAYOR

COMMON SENSE PREVENTS
FIRES AND ACCIDENTS

January 16, 1951

Frank P. Schreiber, Manager
W. G. N., Inc.
441 North Michigan Avenue
Chicago, Illinois 11

Dear Mr. Schreiber:

The officers and members of the Chicago Fire Department, and especially the undersigned, wish to express our sincere appreciation and gratitude for the wonderful service rendered the department by both your W.G.N. and W.G.N.TV facilities for the effective and efficient coverage of the fire at 320 North LaSalle Street on January 12, 1951.

We are especially appreciative for the use of the huge searchlight for illuminating the burning structure which was an important guide in leading us into the building and preventing any further casualties during that serious fire.

I am sure Commissioner Corrigan and Mayor Kennelly join me in the above.

Sincerely yours,
J. J. Mullaney
Chief Fire Marshal

DUMONT

WGN-TV

CHANNEL 9 · CHICAGO

The Chicago Tribune Television Station

TYPE TM-2B

Low-cost, high-quality

TV Picture Monitor

—with a dozen uses

Here is a professional 12½-inch picture monitor you can set up any place in your station—control rooms—announcers' booths—clients' viewing rooms—offices. It is completely self-contained with power supply. It is readily adaptable for portable service. Picture quality meets the requirements of the most critical director.

In the TM-2B, 6-Mc bandwidth permits use of closed-circuit signals—such as the signal from a control room. High-impedance video input makes it possible to terminate the signal in the monitor—or to "loop" the signal through several monitors. Vertical scanning can be switched for "mirror viewing." Removable controls make it easy to operate the unit "remote-control" (from a program console, for example).

A special version of the TM-2B . . . using a 10-inch picture tube . . . is available for rack-mounting, or as a monitor in a program console.

One of the handiest video units a station can own. Order yours from your RCA TV Equipment Representative. Or from Dept. ND-19, RCA Engineering Products, Camden, N. J.

RCA

TELEVISION BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

NAB-TV

(Continued from page 55)

the news that ASCAP has accepted Mr. Martin's invitation for a meeting this week, but took no official action to direct the committee in its negotiations (see story, page 28).

Taxes occupied the remainder of the session. Mr. Storer, who was to be in Washington following the board meeting, agreed to discuss the excess profits tax situation with legislators, government and tax officials, seeking an interpretation of the present law and arguing for the inclusion of language in future tax legislation that will give a break to telecasting as an industry that operated largely in the red during the base years and so would be unduly taxed on present earnings if TV station operators were held to a strict compliance with the general excess profits tax provisions. Mr. Storer has worked with John A. Kennedy, WSAZ-TV Huntington, W. Va., who has spent consderable time in Washington spearheading the TV case.

In his activities on the tax front, Mr. Storer will work closely with the NAB-TV Legislative Committee chairmanned by Harold Hough, WBAP-TV Fort Worth, of which he is a member. Other members of this committee are: Mr. Bannister; Mr. McCollough; Frank Russell, NBC; Mr. Martin; Leonard Reinsch, WSB-TV Atlanta.

The NAB-TV board agreed to work with other interested groups in opposing the application of a 25% excise tax on radio and television receiving sets. Group expressed the feeling that such a tax would be a detriment to the public service rendered by both aural and visual broadcasters in providing the public with news and information as it would act as a deterrent to the increase of their public through the purchase of new sets.

Furthermore, the board felt that such a tax would be definitely discriminatory and unfair to radio and television in their competitive situation with printed media such as newspapers and magazines which receive assistance from the government through the preferential second class postage rate.

It was noted that broadcasters as well as publishers have been declared exempt from the 25% excise tax on wire lines paid by other businesses, because of the public service nature of broadcasting, and it was felt that perhaps this might provide a precedent for requesting a similar exemption from the tax on receivers.

Monday meeting was attended by Eugene S. Thomas, WOR-TV New York, chairman of the NAB-TV board; Mr. Bannister, Mr. Raibourn, Mr. Arnoux, Mr. McCollough, Mr. Storer, Mr. Russell, and Chris Witting, DuMont TV Network. Three board members were absent: Mr. Swezey, Mr. Hough, and W. D. Rogers Jr., KEYL (TV) San Antino.

NBC CONTRACTS

Blue Inks Long-Term

NBC announced last week that it had signed comic Ben Blue to an exclusive long-term contract for television, while network officials and two of its TV stars, Milton Berle and Jerry Lester, were reportedly in negotiations for long-term commitments.

A summer program starring Mr. Blue is being planned, NBC asserted.

Details of the NBC-Blue agreement were not officially disclosed.

Nor was information immediately available on the status of the reported discussions with Mr. Berle, of *Texaco Star Theatre* (Tues., 8-9 p.m.), or Mr. Lester, who appears thrice weekly on Anchor-Hocking Glass Corp.'s *Broadway Open House* (Mon.-Fri., 11-12 p.m.).

Mr. Blue, veteran comedian, has appeared on several TV shows, including *The Jack Carter Show*.

Hill Briefing

(Continued from page 32)

last Monday's closed session.

McFARLAND BILL — Comr. Walker recommended changes in the measure to conform to the FCC's model bill. These recommendations were outlined in the Feb. 19 issue of BROADCASTING • TELECASTING. The Commissioner did not give the legislation high priority.

SIGNAL CONTROLS — Comr. Walker termed this bill, now being heard in the Senate and awaiting action in the House Armed Services Committee, as an important piece of legislation and said the Defense Dept. had strongly recommended its passage (see controls bill story, page 26).

MONITORING BILL — Comr. Walker urged immediate action of this bill by Congress. Technical explanation of the need was given by Comr. Sterling.

NARBA AGREEMENT—Comr. Hyde gave a lengthy review and explanation of the treaty. The treaty must be ratified by the Senate.

COLOR TELEVISION — Comr. Walker said the issue was now in the courts and thus FCC could not elaborate on the subject.

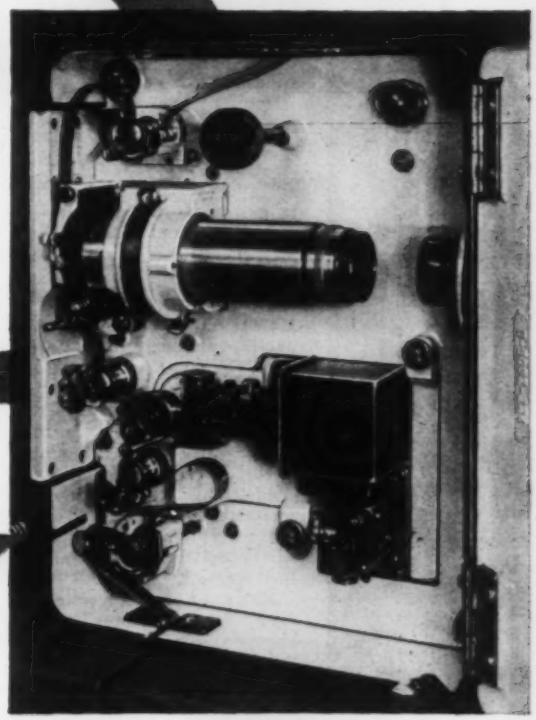
EDUCATIONAL TV — Comr. Walker said the FCC had concluded its hearings on this phase of the general study of UHF-VHF reallocations and that no decision has been reached.

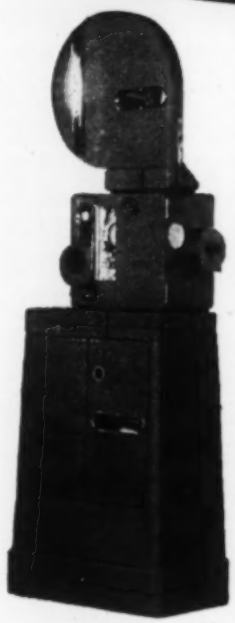
Following the committee session, Rep. James I. Dolliver (R-Iowa), who had requested a full-dress color inquiry in a letter to Chairman Crosser [BROADCASTING • TELECASTING, Jan. 8], said he had gone "as far as I can" in asking for a color probe. He said that possibly something would be done "later in the session" and added that Comr. Walker "told us what we already knew about the subject."

Look into this PROFESSIONAL Telecast Projector

and see years of Dependable Service

The GPL Model PA-100 — a 16-mm Studio Projector with the basic features and performance reliability of the famous Simplex 35-mm Theatre Projectors.





The Model PA-100 is a 16-mm projector consistent with the professional character of television station operation. Its enclosed 4,000 foot film magazine provides for 110 minutes of projection — an entire feature.

Sharper Pictures . . . Finer Sound From Any Film in Your Studio

The importance of 16-mm film in television programming has called for new standards of projection quality and dependability. The GPL Model PA-100 is the first projector designed and built specifically for television studio use. It is a heavy-duty film chain projector for operation with any full-storage type film pick-up.

The professional, sprocket-type intermittent, similar to that used in the finest 35-mm equipment, is quiet and trouble-free. It provides a vertical stability of better than 0.2% over years of service. Film is protected — tests show more than 4,000 passages without noticeable film wear.

The high quality optical system resolves better than 90 lines per mm, with illumination so uniform that corner brightness is at least 90% of center. With a 1,000 watt light source, the projector delivers 100 foot-candles to the camera tube. The sound system provides a frequency response truly flat to 7,000 cps, with flutter less than 0.2%.

The Model PA-100 is one of a complete line of GPL 16-mm television studio and theatre projectors built to highest 35-mm standards.

WRITE, WIRE OR PHONE FOR DETAILS

General Precision Laboratory
INCORPORATED
PLEASANTVILLE NEW YORK

TV Camera Chains • TV Film Chains • TV Field and Studio Equipment • Theatre TV Equipment

Station
KRLD TV
DALLAS
Serves
THE LARGEST TELEVISION MARKET . .
Southwest
DALLAS
FT. WORTH
Combined Population
DALLAS and TARRANT
COUNTIES . . .
920,500
NOW there are
105,319
Television Homes
in KRLD-TV's
Effective
Coverage Area
The CBS Station
for DALLAS and
FORT WORTH
this is why
KRLD
AM-FM-TV
Channel 4
is your best buy
The TIMES HERALD Station
National Representatives
THE BRANHAM COMPANY

telestatus

Berle Tops Trendex; Cartoons Score in S. F.

(Report 152)

MILTON BERLE's *Texaco Star Theatre* headed the list of the top 10 Trendex ratings for sponsored network TV programs, based on single live broadcasts during week of Feb. 1-7.

Following are ratings compiled by Trendex:

1. Star Theatre	55.7
2. Godfrey's Talent Scouts	44.7
3. Your Show of Shows	44.5
4. Fireside Theatre	43.7
5. Comedy Hour	42.0
6. Television Playhouse	41.6
7. Lights Out	39.1
8. Martin Kane, Private Eye	38.7
9. Man Against Crime	38.2
10. Godfrey's Friends	37.8

* * *

Musical Cartoons 'Most Liked' Commercials

MUSICAL CARTOONS for Kilpatrick Bread were voted "most liked" by San Francisco Bay Area viewers in a survey by Coffin, Cooper & Clay Inc., San Francisco.

Other commercials in the most popular five were Holsum Bread, Goebel Beer, Lucky Strike and Old Gold cigarettes. All are musical commercials with live or cartoon characters. Eight of the 10 best-liked commercials were made in the Bay Area.

Many of the favorite 10 also drew enough votes to qualify among the "most disliked" 10. The five most disliked were Holsum, Milani's 1890 French Dressing, Calso Water, Kilpatrick Bread and Goebel Beer.

The Tele-Que survey was conducted Jan. 25-31 among 419 teleset owners selected representatively from all sections of the area.

* * *

Robinson-LaMotta Fight Shows High Hooper

ADVANCE Hooperating tabulation of the "Sugar" Ray Robinson-Jake LaMotta middleweight championship fight, Feb. 14, showed 58.7 in TV homes. According to Hooper, the bout may rank first in first-fifteen to be next published.

* * *

TV To Aid Movies, Yates Believes

BELIEF that television ultimately will be beneficial to the motion picture industry was expressed by Herbert J. Yates, president of Republic Pictures Corp., in his annual report to stockholders, released last week. "We are closely following developments of television which we believe will ultimately be beneficial to our industry," he said.

"At the present time," he continued, "due to restrictions of American Federation of Musicians, we are not in a position to furnish our pictures for television. We believe such restrictions will be removed in the not too distant future and we will than be in a position to capitalize upon our inventory of released pictures which we believe are particularly suitable for television."

* * *

N. Y. Nielsen Ratings Cover Additional Hours

NEW Nielsen pocketpiece starts reporting ratings on New York TV audiences from 9 a.m. to midnight instead of 1-11 p.m., the period previously covered. A chart of hourly radio and TV set use by TV families has been extended to include the five additional hours and a new chart shows for each month the number of hours the average TV family spends watching their teleset or listening to radio programs.

* * *

TV Space Increases In Okla. Papers

OKLAHOMA NEWSPAPERS reportedly are devoting increased space to television information in recognition of the growing telecast count in the area served by WKY-TV Oklahoma City, which on Feb. 1 stood at 73,370.

In the capital city, and throughout the state, more columns, program schedules and program highlights are adorning newspaper columns.

Weekly Television Summary— FEBRUARY 26, 1951, TELECASTING SURVEY

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	7,000
Ames	WOI-TV	42,006
Atlanta	WAGA-TV, WSB-TV	91,225
Baltimore	WAAM, WBAL-TV, WMAR-TV	273,353
Binghamton	WNBF-TV	32,700
Birmingham	WAFM-TV, WBRC-TV	36,000
Bloomington	WTTV	13,800
Boston	WBZ-TV, WNAC-TV	674,373
Buffalo	WBEN-TV	181,957
Charlotte	WBTV	56,631
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	815,471
Cincinnati	WCPO-TV, WKRC-TV, WLWT	250,000
Cleveland	WEWS, WNBK, WXEL	422,503
Columbus	WBNS-TV, WLWC, WTVN	132,000
Dallas, Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	105,319
Davenport	WOC-TV	44,668
Quad Cities Include Davenport, Moline, Rock Isc., E. Moline		
Dayton	WHIO-TV, WLWD	170,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	419,449
Erie	WICU	46,280
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	105,319
Grand Rapids Kalamazoo	WLAV-TV	
Greensboro	WFMY-TV	
Houston	KPRC-TV	107,297
Huntington-Charleston	WSAV-TV	49,812
Indianapolis	WFBM-TV	65,238
Jacksonville	WMBR-TV	35,250
Johnstown	WJAC-TV	120,000
Kalamazoo-Grand Rapids	WKZO-TV	27,000
Kansas City	WDAF-TV	68,125
Lancaster	WGAL-TV	120,269
Lansing	WJIM-TV	
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH, KTLA, KTSL, KTTV	100,600
		80,553
		42,500
		877,421

City	Outlets On Air	Sets in Area
Louisville	WAVE-TV, WHAS-TV	78,503
Memphis	WMCT	75,117
Miami	WTVJ	92,500
Milwaukee	WTMJ-TV	212,000
Minn.-St. Paul	KSTP-TV, WTCN-TV	238,209
Nashville	WSM-TV	23,040
New Haven	WNHC-TV	136,500
New Orleans	WDSU-TV	49,644
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	2,150,000
Newark	WATV Inc. in N. Y. Estimate	
Norfolk	WTAR-TV	56,702
Oklahoma City	WKY-TV	73,371
Omaha	KMTV, WOW-TV	65,573
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	794,000
Phoenix	KPHO-TV	30,131
Pittsburgh	WDTV	212,000
Providence	WJAR-TV	105,351
Richmond	WTVR	62,867
Rochester	WHAM-TV	73,275
Rock Island Quad Cities	WHBF-TV Include Davenport, Moline, Rock Isc., E. Moline	44,668
Salt Lake City	KDYL-TV, KSL-TV	37,500
San Antonio	KEYL, WOAI-TV	40,329
San Diego	KFMB-TV	81,000
San Francisco	KGO-TV, KPIX, KRON-TV	143,400
Schenectady Albany-Troy	WRGB	139,668
Seattle	KING-TV	68,200
St. Louis	KSD-TV	254,000
Syracuse	WHEN, WSYR-TV	101,451
Toledo	WSPD-TV	120,000
Tulsa	KOTV	67,770
Utica-Rome	WKTV	36,000
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	219,741
Wilmington	WDEL-TV	57,375

Total Markets on Air 63 — Stations on Air 107 — Estimated Sets in Use 11,008,000

Editor's Note: Totals for each market represent estimated sets within televiewing area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

Atlanta's listening choice by 3 to 1

Latest Hooper again reveals overwhelming Atlanta listener preference for WSB

Period covered by this latest survey is November 1 through January 31. Of the 48 measured daytime quarter-hours:

WSB was first in number of listeners 34 times.
The second station was first 11 times.
WSB was tied for first 3 times.

In 7 of the periods WSB's audience was greater than the total audience of all other Atlanta radio stations combined — ten AM stations and six FM!

So again history repeats. On every authentic survey ever made in the great Atlanta market, WSB has been FIRST.

wsb

The Voice of the South

Represented by Edw. Petry & Co., Inc.

Affiliated with The Atlanta Journal and The Atlanta Constitution

TALENT WAGES

Freeze Exemption Sought

HOLLYWOOD talent move reportedly was on last week to request specific exemption from the wage freeze. If successful, the efforts could be a prelude to a similar approach by radio and television entertainers.

Both producers and guilds are understood to be supporting attorneys who are preparing briefs for submission to the Wage Stabilization Board. Argument centers on the unique character of the film industry and talent deals and contracts which, they say, make a general salary ceiling infeasible.

Questions asked are how can new talent be recruited under a freeze and what will become of optional contracts calling for periodic salary increases. In view of these arguments, which also are basic to radio and particularly to television, the attorneys are requesting blanket exemption for actors, writers and directors in the movie field.

If such a blanket exception is granted, observers point out, a precedent may be established for talent unions in other branches—such as radio and television.

Meanwhile, WSB has scheduled Wednesday as the start of three-day talks on the applicability of government wage freezes to employes in radio, newspapers and related fields [BROADCASTING • TELECASTING, Feb. 19].

WTTS Bid

WTTS (TV) Bloomington, Ind., last week filed application with FCC for authority to install a new 700-ft. plus antenna and tower and increase in effective radiated power to 43.2 kw. Plans for expanded rural service were related to the Commission. Operated by Sarkes Tarzian, WTTS (TV) is assigned Channel 10 (192-198 mc). Station rebroadcasts network shows relayed from Cincinnati.

NARBA

(Continued from page 28)

groups, including farm organizations, had been rallied in opposition to the pact but that a "later and more comprehensive analysis" of the treaty had tempered these viewpoints.

While CCBS reported that its membership in meeting as recently as last December had reaffirmed opposition to the treaty, the question has been raised about viewpoints of those CCBS member stations whose signals were "not degraded and in some instances afforded even greater protection" under the proposed agreement.

NARBA proponents point out that the agreement "clearly" would provide a significant improvement for the United States over the "increasingly chaotic situation" that has existed since the interim agreement of 1946 expired more than a year and a half ago. To reject the agreement, it was felt, would put United States broadcasters in a precarious position.

Secretary of State Dean Acheson in his report Feb. 1 to the President termed the treaty as representing "the best arrangement that could be negotiated taking into account the existing situation and the diverse interests which had to be accommodated."

Ratification requires the affirmative vote of two-thirds of the Senate.

The U. S. delegation to the NARBA Conference, in addition to Comr. Hyde as chairman, included Capt. John Cross of the State Dept. as vice chairman. First negotiations were held in Montreal in the fall of 1949, but broke up to permit the U. S. and Cuba to negotiate on certain differences.

The subsequent bilateral sessions in Havana in early 1950 failed to produce an accord. However, when the full conference reassembled in Washington last fall, the treaty was signed Nov. 15.

The NARBA becomes effective when ratified or adhered to by three of the following countries: U. S., Canada, Cuba and Mexico.

NEW STUDIOS

WTMJ-TV Now Has Four

WTMJ-TV Milwaukee has announced conversion of two radio studios to studios from which both radio and television shows may emanate.

One of the new studios is equipped with a model kitchen used for the daily *What's New in the Home* program. The studios are part of a $200,000 remodeling project begun early last summer.

With these additional facilities WTMJ-TV now has four TV studies in addition to standbys.

RCA VICTOR

Extends Time on WLWT

RCA VICTOR has signed a four-week continuation of its three-week sponsorship of four separate program segments on WLWT (TV) Cincinnati. The new contract calls for use of 14 hours and 25 minutes a week.

The announcement was made by William J. McCluskey, WLWT (TV) sales manager. The original three-week contract had been made through the ad agency, Mueller, Liebling & Parkins Inc.

Defense Series

NEW tele-version of the *Armed Forces Hour*, produced by the Dept. of Defense and aired by the Du Mont Television Network, is now being carried "live" by five stations and kinescoped for 51 other outlets, the department's Radio-TV Branch said last week. Series was launched Feb. 4 and is telecast Sunday, 8:30-9 p.m. EST. Stations carrying program live are WAAM (TV) Baltimore, Md., originating outlet; WTTG (TV) Washington; WABD (TV) New York; WXEL (TV) Cleveland; WGN-TV Chicago.

Floating Action! **for all TV Cameras**

'BALANCED" TV TRIPOD

(Pat. Pending)

This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below:

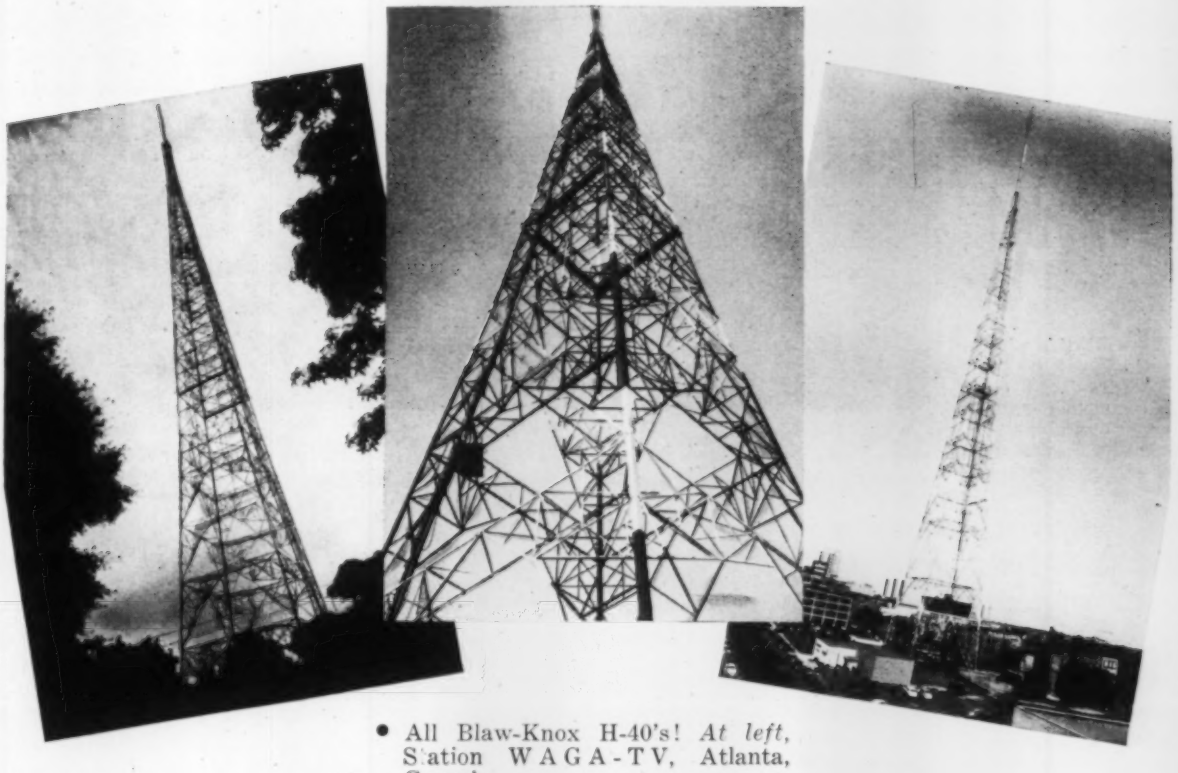
3 wheel portable dolly with balanced TV Tripod mounted.

Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rust-proof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.

Write for further particulars

FRANK C. ZUCKER
CAMERA EQUIPMENT CO.
1600 BROADWAY NEW YORK CITY



- All Blaw-Knox H-40's! *At left,* Station WAGA-TV, Atlanta, Georgia
- *Above center,* Station WJBK-TV Detroit, Michigan
- *At right,* WSPD-TV, Toledo, Ohio

"WE'RE PROUD OF OUR BLAW-KNOX TOWERS"*

And Blaw-Knox is proud of the fact that this compliment from The Fort Industry Company* was prompted by the performance of all 13 Blaw-Knox Antenna Towers now in the service of this successful broadcasting organization.

Whether you contemplate light-weight towers for mobile communications or a sky-raking TV support, you can depend on Blaw-Knox engineered structures to get the most out of your transmitting equipment.

BLAW-KNOX
ANTENNA TOWERS

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 Farmers Bank Building, Pittsburgh 22, Pa.

Research Showdown

(Continued from page 19)

after the report has been made public.

Enlivening the research front last week were comments by two prominent timebuyers, Linnea J. Nelson, retiring next month as chief timebuyer of J. Walter Thompson Co., and George Castleman, vice president and radio director of Bermingham, Castleman & Pierce.

Appearing before the Radio-TV Seminar of the Washington Ad Club (see story, page 23), Miss Nelson, often called "Miss Timebuyer," said she doubted "if anybody could afford to buy all the services that there are in existence—and if they did buy them, they would be completely confused in any attempt to use them.

"Even though the entire radio and television industry, including advertisers, agencies, stations, networks spend many, many thousands of dollars annually on research, they still can't get together on any agreeable forms of research nor have they as yet been able to stay together and get together on the one thing most needed—a basic form of research that will measure so-called potential circulation.

ABC Comparison

"We are responsible to our clients for constantly trying to educate the broadcasting industry to the necessity for standard methods of measurement. And of course, printed media are delighted to point to their Audit Bureau of Circulations when selling against broadcasting. They are not limited to talking in percentages as we are; they can talk in total numbers."

Miss Nelson said "a station's best sales tool is proof of its audience." She chided broadcasters for failure to accept their share of responsibility in developing the necessary tools with which to measure this audience and recalled the trials of Broadcast Measurement Bureau.

Mr. Castleman told the Washington Ad Club that radio ratings "should not be considered absolute values." He listed types of knowledge a buyer should have in doing business with broadcasters and said many station elements, such as strong trade relations, do not show up in ratings.

MR. MEASUREMENT, Kenneth H. Baker, NAB research director, gets measured by four other experts at Washington Ad Club panel. Left to right: Ward Dorrell, C. E. Hooper Inc.; Sydney Roslow, The Pulse Inc.; Mr. Baker; James W. Seiler, American Research Bureau; Joe Ward, Advertising Research Bureau Inc.

* * *

Jeffrey A. Abel, radio-TV director and timebuyer of Henry J. Kaufman & Assoc., said he could not "understand how surveys can be so far apart."

These agency comments, reflecting confusion among buyers of time on the quality and usefulness of radio research, were made in the early part of an all-day session.

Winding up the seminar late that evening was a research meeting that drew five of the top figures in the field. Dr. Baker moderated the panel discussion. With him were Ward Dorrell, vice president of C. E. Hooper Inc.; James W. Seiler, director of American Research Bureau; Dr. Sydney Roslow, manager, The Pulse Inc.; Joseph B. Ward, managing director, Advertising Research Bureau Inc.

Seldom seen together on a single platform, the five quickly took up the challenge that research findings are completely inconsistent. Dr. Baker set the pace in showing how two or more scientific tests, impartially and professionally conducted, can bring different results in measuring identical situations.

Panel members brought out that each type of research has its advantages, and endeavors to perform a specific function. Much of the confusion was said to arise from the failure to understand research findings or to use the results properly.

Mr. Ward explained at the start that ARBI endeavors to show at the point of sale who buy the retailer's goods. The technique requires balancing of funds spent in media, on a dollar basis; comparison of identical items; simultaneous advertising for three days; objective gathering of information.

Methods Reviewed

Mr. Seiler, pointing to the present confusion in research, described basic methods of scientific sampling. Measurements are made, he said, by connecting wires or a meter to the set; telephone or personal coincidental checks; listener or viewer diaries. American Research Bureau, he added, has found the diary method extremely accurate.

Criticizing the research of printed media, Mr. Roslow said radio's 97-98% home saturation is not properly exploited and claimed this saturation "supplies the answer to ABC."

"Radio produces more research than any other medium," he added. As to method, he said the industry has not decided what it wants. "Maybe there should be more than one method," he suggested. In any case he felt there is much to be learned about the audience to permit a more intelligent job of time selling.

"The prophets of doom for radio were wrong," he declared. "Radio listening in television homes is increasing month after month as the novelty of TV wears off." Among other factors, he said, is improved radio programming.

Dr. Roslow said radio set purchases in TV homes had increased from 17% two years ago to 29% in the last six months. In non-TV homes the purchases of radio sets have increased from 19% of such homes two years ago to 23% in the last six months. In TV homes 30% of new sets go into bedrooms, 22% into living rooms; in non-TV homes 20% go into bedrooms and 37% into living rooms.

When the old Cooperative Analysis of Broadcasting was alone in the radio field, Mr. Dorrell said there was little confusion. Unfortunately CAB's method was wrong, he said. In his opinion aided recall and diaries do not produce comparable data, claiming they inflate figures. He cited an example of varying figures for the CBS *Toast of the Town* in Washington last January.

Mr. Seiler ascribed the variations to the fact the measurements were made on different Sundays, to rotation of talent on the opposite NBC *Comedy Hour* and other factors.

The seminar audience supplied other instances where measurements differed widely. Dr. Baker explained this is one of the problems to be answered when the special KJBS committee releases its findings.

Revealed for the first time by Mr. Ward were cumulative findings for 50 ARBI tests conducted in many parts of the country. These results show that radio is by far the best advertising medium for retail stores on the basis of results produced per dollar spent (see ARBI story page 19).

The cumulative findings, in which radio and newspapers were pitted directly against each other to find out which gets the best results, follow:

Radio drew 25.6% of store traffic compared to 21.7% for newspapers.

Radio traffic bought merchandise in 58.1% of the cases compared to 35.9% for newspapers.

Most important of all, radio customers made 45.7% of total dollar purchases in the tests compared to only 18.7% for newspapers.

Joining agency timebuyers in criticizing radio-TV research was John D. Hymes, retiring manager of WLAN Lancaster, Pa., and former agency timebuyer. He contended some surveys "aren't worth the paper they are printed on as far as accuracy is concerned." He then criticized timebuyers for blindly accepting many surveys without attempting to check their accuracy.

"All radio and television must have accurate, authorized, checked and industry-approved methods of research," Mr. Hymes argued.

"Such research must be done on a standard basis by an industry-authorized research organization to which all radio and television stations must subscribe. We cannot afford to have another BMB supported by 25% of the industry. This organization must be supported by 100% of the stations, with its methods and results checked by the entire industry."

Mr. Hymes said he had been told by a number of timebuyers that radio research needs improving.

Your Top TV Sales Opportunity

WDEL·TV

CHANNEL 7

Wilmington, Delaware

In the Market which has highest income per family in the country.

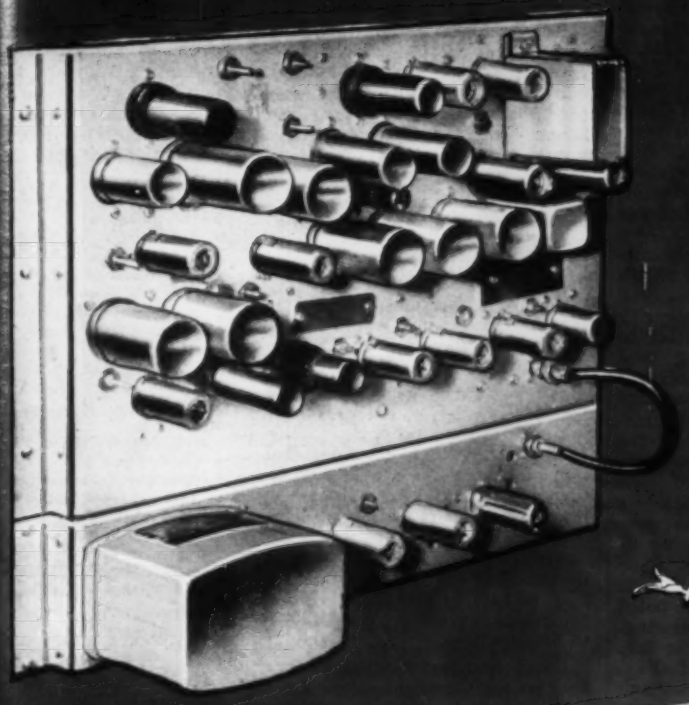
Represented by

ROBERT MEEKER ASSOCIATES

New York Los Angeles San Francisco Chicago

NBC TV AFFILIATE

A STEINMAN STATION



TELEVISION DEMODULATOR

... shows you what your customer sees!

CAN you believe what you see on your transmitter monitor? This demodulator gives you a *true* analysis of transmitter performance and allows for accurate control in conformance with FCC requirements.

Designed for utmost stability, it provides outputs for simultaneous picture and waveform display. It is rack-mounted and phase-compensated for single-sideband reception . . . the only demodulator of its kind on the market!

- **Invaluable for transient response measurements**
- **Absolute zero carrier reference**
- **Overall response—flat to 5.5 MC.**
- **With special preamplifier, it can be used as a high-quality re-broadcast receiver.**

SEND FOR NEW BULLETINS

Complete specification sheets on G-E television equipment will be sent on request. Write: *General Electric Company, Section 221-26, Electronics Park, Syracuse, N. Y.*

You can put your confidence in—

GENERAL ELECTRIC

Radio-TV Control

(Continued from page 26)

tack was NAB President Justin Miller, who charged that the contemplated bill, if enacted in its present form, would:

- Throw the radio-TV industry into a "hodgepodging" of broadcasting and non-broadcasting radiations which could "produce disastrous complications" and "dangerous conflicts of government power."
- "Cause public panic and hysteria beyond all possibility of measurement" if all transmission were to cease.
- Represent complete delegation of power over "one of the greatest media" by Congress to the President.
- "Probably be unconstitutional," violating the First Amendment on freedom of speech.
- Lodge arbitrary and un-American powers in the Executive Branch.
- Create endless confusion and conflict among agencies, which could be multiplied by the Chief Executive.
- Leave broadcasters without compensation for "control" of their equipment.
- Serve as a basis for stripping people "of their freedoms and to destroy their rights"

A two-man committee, comprising Chairman Johnson and Sen. Warren Magnuson (D-Wash.), heard testimony from Judge Miller, Ralph W. Hardy, government relations director, and Neal McNaughten, engineering director, all NAB; Dr. W. R. G. Baker, General Electric Co., and David Smith, Philco Corp., representing RTMA; Comr. George E. Sterling and Engineering Director Curtis Plummer, FCC; Maj. Gen. Francis L. Ankenbrandt, communications director, USAF, speaking for the Defense Dept.

Views stressed particularly during the hearings concerned FCC's monitoring functions, assuming greater importance in the security picture; technical data relating to "homing" on broadcasting and other radiations; possibility of "radio silence"; concern of the Federal Civil Defense Administration over "broad terms" of the bill as it touches on "communications—the nerve system of civil defense"; the role of broadcasters in disseminating information; possibility of saboteurs operating illegal transmitters to "home" the enemy.

NAB and other factions noted the importance of monitoring, which also was pointed up in Sen. Johnson's comments on the McFarland bill (see separate story) and earlier in the week (Monday) in meetings involving FCC Acting Chairman Paul Walker and members of the House Interstate & Foreign Commerce Committee. That phase was stressed in comments on a bill (HR 1730), already passed by the House, seeking expenditures for land for monitoring purposes.

Civil Defense Administrator Millard F. Caldwell Jr., in a letter inserted in the record, expressed concern lest civil defense functions "might be hindered by the administration of the law if the bill passed." He noted, however, that he had been assured by Gen. Ankenbrandt that CD functions would not be impaired [BROADCASTING • TELECASTING, Jan. 15] and urged passage of the legislation.

Still in the air at week's end, in addition to the committee amendment, was the question of criminal sanctions contained in the bill. Sen. Johnson said that personally he felt they are "pretty stringent." Penalties for violation are $50,000 for corporations, $10,000 for individuals and five years' imprisonment.

As leadoff witness, Gen. Ankenbrandt stated the authority under the Communications Act (Sec. 606 (c)) is "not broad enough" and "inadequate" because many new types of devices are not covered and there will be future developments in the field. He said "it is not contemplated that a complete shutdown of the 10 kc-100,000 mc band," stipulated in the bill, "will ever be necessary or ever desirable throughout the U. S."

Mr. Plummer said it isn't a matter of closing down stations in this problem but of "manipulating" them. He said, with respect to TV set radiations, that "we have been working with RTMA and others." He stressed the bulk of preparatory work on this issue.

Sen. Johnson interposed later that it may not be a good thing to scatter FCC authority, but to add to it, in the case of monitoring, which he described as "extremely important matter"

The NAB President stated it is obvious that in wartime or other national emergencies the government's power must be extended beyond its peacetime activities on behalf of national security. The Communications Act (Sec. 606 (c)) "seemed to be adequate during World War II," but wartime powers over broadcasting could be expanded "if found necessary" by "very slight changes" in the Act, he asserted.

Upon cross-questioning, Judge Miller suggested a cleaner definition of "radio" in Sec. 301 of the Communications Act, observing that radio communication is spelled out, and felt the bill is a "decided departure" from Sec. 606 of the Communications Act. Latter section, he said, is also inadequate on provisions covering compensation to broadcasters.

Comr. Sterling told the committee that the Communications Act is "clearly broad enough to authorize the President to initiate such action as he may deem necessary" to prevent use of broadcasting stations in any manner which would aid the enemy, and that the Johnson bill would not "in any way," during a proclaimed national emergency, enlarge the President's power.

Ommission Noted

However, he explained, there is doubt whether Sec. 606 (c) covers "all of the various types of electronic devices—particularly equipment not primarily intended for radio communication purposes"—which may emit radiations and serve to guide enemy aircraft or missiles. Additionally, he noted, the Communications Act does not contain express provision covering criminal sanctions for violations of Presidential authority.

Comr. Sterling noted that Sec. 301 of the Act speaks in terms of the Commission's licensing powers, which expressly afford all licensees the right to be heard before they can be required to cease or modify their normal operation. Licensees also can appeal to the courts from FCC determination after a hearing, he observed.

The Presidential and Commission powers of Sections 606 and 301, respectively, "are not adequate to cope with the problems which prompted the Defense Dept. to sponsor this legislation," Comr. Sterling stated. In that light, he declared, it would be advisable to spell out the President's control authority either in an amendment or separate bill.

Comr. Sterling's views also were supported throughout by FCC Acting Chairman Paul A. Walker, whose letter to Sen. Johnson Feb. 19 was inserted in the record Wednesday.

Dr. Baker submitted that an effective program of jamming, of propagating false signals and radiations "would prove more confusing to an enemy than would attempting to restrict or halt all radiations at the time of a suspected enemy attack." Among his conclusions, based on exhaustive data submitted by RTMA, were these:

- High-power broadcast stations can be picked up and "homed" on at distances up to several thousand miles, but large errors are inherent.
- Direction-finding on stations may be convenient, but is not the best means available to the enemy.
- The VHF ranges used for TV broadcasting are free of static but are usable only over comparatively short distances. Range of frequencies is limited to line-of-sight transmission.
- Radio receivers are "incidental radiators" and are worthless as homing devices because they cannot be located geographically; the apparent signal source is diffuse; operation is erratic, and radiated power is low.
- Better homing means are available in use of such systems as the Loran and direction-finding, but they can be rendered useless.

Dr. Baker stressed that broadcast and television transmitters are useful as homing devices only if they can be properly located geographically by the enemy and if the signals are essentially continuous.

Dr. Baker said short-range missiles could be guided to a specific radiation source but the idea "is not in good repute" because of the uncertainty of radiation.

Dr. Baker submitted to the committee two exhibits—one dealing with use of radio stations as beacons, the other listing radio services and their frequencies.

Mr. Smith also felt the proposed bill is too broad and suggested limiting the devices under the legislation to those with over a half-mile radiation. He said he is opposed, however, to giving FCC any more authority over interference problems in normal peacetime operation. lest the Commission would "control everything you do."

The case for communications as "the nerve system of civil defense" and for adequate monitoring and policing functions by the Commission drew the support of Mr. Hardy.

Quoting the United States Civil Defense Handbook, Mr. Hardy cited radio's role in disseminating timely informational and educational material quickly to a maximum audience—material on shelters, transportation and other phases.

Mr. McNaughten, who also stressed civil defense and monitoring, stated that while FCC enforcement of broadcast regulations has been exercised, "insufficient staffing has apparently prohibited the Commission from conducting similar investigations of all transmitter installations." He questioned whether funds provided in the Johnson bill are intended to augment services of FCC or establish "an entirely new investigative or enforcement group."

WLW—TELEVISION LEADS

in LEADING daytime TV cities

Cincinnati, Dayton and Columbus — served by WLW-Television — lead the nation for daytime sets-in-use with average of 13.9%, 12.2% and 11.1%, respectively.*

	Avge. Share of Audience*	
	WLW-TV STATION	LEADING COMPETITOR
CINCINNATI	47.5%	37.4%
DAYTON	63.1%	26.2%
COLUMBUS	57.7%	24.3%

WLW-TELEVISION delivers the greatest daytime audience in the midwest's second largest TV market.

WLW-T CINCINNATI WLW-D DAYTON WLW-C COLUMBUS

*Videodex, December, 1950 — 6 am — 6 pm

film report

ILMACK TRAILER Co., Chicago, is launching extensive advertising campaign for TV film department which specializes in made-to-order film commercials. Chicago office of **Russell & Jacobs** handles the account.

* * *

AL SHERMAN, film publicity consultant, has been named motion picture representative in the U. S. by the Norwegian government. He will supervise and negotiate sales and rentals of Norwegian films for TV and theatre showings. A catalog of 10 titles is now available from his office at 1612 Wisconsin Ave., N.W., Washington, D. C.

* * *

SNADER TELESCRIPTIONS Corp., Beverly Hills, Calif., begins producing a series of 52 TV film melodramas April 1, directed by **Irving Pichel**. . . . **SNADER** releases are now being seen on WFMB-TV San Diego, holder of exclusive and unlimited rights in that city to total of more than 400 three-minute short features included in year's package. . . . **Monroe Mendelsohn** has been named sales service coordinator for **SNADER TELESCRIPTION SALES**, Chicago. His duties will include servicing stations and agencies. Also joining firm's Chicago office is **E. Danny Graff**, sales manager in charge of sales through agencies.

* * *

COMMODORE PRODUCTIONS, Hollywood, has 26 half-hour TV film series starring Clyde Beatty, animal trainer, in planning stage. Same firm also produces three weekly MBS Clyde Beatty radio shows for **Kellogg Co.**, holder of option on the projected TV series.

* * *

UNITED PRODUCTIONS of America, producers of animated TV and motion picture films, names **Edward F. Cullen** manager of Eastern Division, replacing **Edward L. Gershman**, resigned.

* * *

JERRY FAIRBANKS PRODUCTIONS, Hollywood, has begun filming first of 13 half-hour TV mystery programs, *Front Page Detective*, starring **Edmund Lowe** and directed by **Arnold Wester**. **Guild Wine**, San Francisco, will sponsor on six stations. Agency is **Guild, Bascom & Bonfigli**, San Fancisco. . . . **FAIRBANKS** announces hiring of **Leo S. Rosencrans**, formerly with **Wilding Pictures**, Detroit, as executive writer.

* * *

STERLING TELEVISION Co., New York, has acquired exclusive TV distribution rights for more than 100 films from **YOUNG AMERICA FILMS**, New York.

* * *

UNIVERSAL - INTERNATIONAL has prepared 10 special TV trailers, with open ends for local theatre announcements, to promote *Bedtime for Bonzo*, a full length feature to be distributed to theatres soon. One five-minute program, six one-minute spots, and three 20-second spots will be available for local-theatre sponsorship on television.

* * *

CONSOLIDATED TELEVISION PRODUCTIONS, Hollywood, and **SAMPSON DIAMOND ENTERPRISES** will produce 260 quarter-hour TV films, *Jump Jump of Holiday House*, based on puppet character. **Fillmore S. Phipps** is supervising producer for Consolidated.

* * *

PROCTER & GAMBLE PRODUCTIONS Inc., Los Angeles, will take over complete financing of next season's *Fireside Theatre* TV film programs which it formerly handled on releasing basis. Production of first group of half-hour films will begin April 1 at **HAL ROACH STUDIOS**, Culver City. Each film is budgeted at $16,500, and a total of 39 to 52 is planned. Arrangements are being concluded with **BING CROSBY ENTERPRISES**, producer of last 34 *Fireside Theatre* films, whereby that firm will get re-release rights on percentage basis. Agency is **Compton Adv.**, Los Angeles. . . . **P & G** also studying possibility of producing more films in Hollywood. *Beulah* TV series and several film commercials now being produced in New York.

* * *

NEIL McGUIRE ENTERPRISES, Hollywood, producer of motion picture film shorts, plans to go into TV film production. Present projects include filming of 10-minute programs based on original stories entitled *Adventures of Davy Jones on Mermaid Hill*. Studios are at 165 S. La Brea. Telephone York 4450.

* * *

GREEN FILM Corp., Los Angeles, to begin filming first of 20 in projected series of 260 quarter-hour dramatic TV programs, *The Loving Family*. **Walter Thompson** is director.

* * *

TV ADS Inc., Los Angeles, announces completion of TV spots for **Maier Brewing Co.**, same city (Brew 102), **Innes Shoes**, *Design for Living* magazine, and Los Angeles *Evening Herald & Express*. . . . **Mel Curtis** joins firm's writing staff.

* * *

DYNAMIC FILMS Inc., New York, has doubled its available space through completion of wiring and sound conditioning of added film studio at 112 W. 89th St., its present location.

TV FILM & PRODUCTION SERVICES

ALEXANDER FILM CO.
(producers of short-length films since 1919)
5,000 TOP-QUALITY COMMERCIALS
LOW-COST RENTAL SERVICE
COMPLETE PRODUCTION FACILITIES
FOR ANIMATED AND LIVE ACTION COMMERCIALS
WIRE OR WRITE
COLORADO SPRINGS

ATLAS FILM CORPORATION
ESTABLISHED 1913
CREATORS and PRODUCERS of TELEVISION COMMERCIALS
1111 SOUTH BOULEVARD
Oak Park, Illinois
CHICAGO: AUSTIN 7-8620

BRAY STUDIOS, INC.
EXTENSIVE LIBRARY OF FILMS
(INCLUDING CARTOONS)
Available for Television
SEND FOR CATALOG
729 SEVENTH AVE., NEW YORK, 19

GRAY—O'REILLY
COMMERCIAL SPOTS FOR TELEVISION
480 LEXINGTON AVE.
NEW YORK
PLAZA 3-1531

RKO PATHE, INC.
624 MADISON AVE.
NEW YORK, N. Y.
PLAZA 9-3600

SARRA, INC.
TELEVISION COMMERCIALS
MOTION PICTURES
SOUND SLIDE FILMS
NEW YORK - CHICAGO
HOLLYWOOD

TELEFILM, INC.
COMPLETE FILM PRODUCTION FOR TV SPOTS-PROGRAMS
All Production Steps In One Organization
6039 HOLLYWOOD BLVD.
HOLLYWOOD 28, CALIF.
HOLLYWOOD 9-7205

TELESCRIPTIONS
ANIMATED AND LIVE ACTION
TV FILM SPOTS
20-SECOND AND 1 MINUTE
823 VICTOR BUILDING
WASHINGTON, D. C.
STERLING 4650

VIDEO VARIETIES CORP.
TELEVISION PROGRAM FILMS
TELEVISION COMMERCIALS
BUSINESS MOVIES
SLIDE FILMS
-FROM SCRIPT TO FINISHED PRINT
OWNERS AND OPERATORS OF WEST COAST SOUND STUDIOS
510 W. 57TH STREET, N. Y. C.
WITH EXPERIENCED MANPOWER AND COMPLETE FACILITIES
41 E. 50TH ST., NEW YORK
MURRAY HILL 8-1162

BROADCASTING - TELECASTING
FILM & PRODUCTION DIRECTORY
IS PRINTED THE LAST ISSUE OF EACH MONTH
GUARANTEED PAID CIRCULATION
EXCEEDS 15,000

ASCAP Rates

(Continued from page 28)

down of the present practice, some broadcasters who are active in radio as well as television feel that any abrogation of their rights in TV will inevitably result in a similar deterioration of their radio rights. Some of the replies to Mr. McCollough's letter have also questioned his belief that interest in per program licenses is limited to a comparatively few TV station operators.

Victor A. Sholis, WHAS-TV Louisville, for example, wrote Mr. McCollough that on that point "you and I part company completely. Perhaps I am one of a small minority of television station operators concerned about per program terms. Actually, I don't see how you can maintain a reasonable blanket contract, about which you are obviously concerned, without an equitable deal on a per program basis.

"The stumbling block which ASCAP has raised in reference to a TV program license are the very same ones over which we have been battling ASCAP in AM. If we yielded to ASCAP's demands on television we would wipe out the ground beneath our AM position. I, for one, am not willing to do that."

Mr. Sholis added that while his TV and AM interests are interwoven, he "would no more agree to some of ASCAP's current demands if I were a TV operator alone than I will in my present position."

Commenting on possible litigation if negotiations fail to produce an acceptable form of per program license from ASCAP, Mr. Sholis said: "I think we have an equitable case of considerable merit and I have confidence that a court would give us a fair shake. I would prefer to reach an agreement without court action, but not at the expense of selling our principles down the river." As to costs of such action, he said that perhaps the best way to find out whether the TV station operators generally will support it "would be to ask for specific and definite commitments."

This suggestion, that the owners and operators of the 107 TV stations be polled for their views, has been proposed by a number of other telecasters, including Mr. McCollough himself. The NAB-TV board at its Monday meeting decided, however, to withhold such action until after this week's meeting of the Per Program Committee with the ASCAP group. NAB-TV Board Chairman Thomas is also a member of the Per Program Committee, so close liaison between the committee and the board is assured.

AD COUNCIL

Plans Circulation Survey

NATIONAL circulation of radio and television public service advertising campaigns will be measured via the A. C. Nielsen Co. service under a plan announced last week by the Advertising Council.

The council said Wednesday the Nielsen company had offered its national radio and TV research services to the council for use for this purpose without cost.

Based on Nielsen-ratings, figures on radio circulation contributed to public service projects during 1950 by radio advertisers, agencies and networks will be issued shortly by the council. The figures will be expressed in terms of radio home impressions, which represent one message heard once in one radio home.

"Mr. Nielsen's cooperation will enable us to measure the great amounts of free time and talent donated each week to important campaigns by American business," Advertising Council President T. S. Repplier asserted. "We will now have specific information on coverage given to such projects as U. S. Defense Bonds, Red Cross, highway safety, better schools, group prejudice, fight inflation, armed forces and other vital defense campaigns."

He called the Nielsen company's cooperation "a generous and major contribution to the work of the Advertising Council and a tremendously valuable service to the advertising industry."

AGRICULTURE

We've been programmed for the farmer for 24 years. That's why WIBW-advertised goods sell so well in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

ZIV CHANGES

Gutman, Others, Announced

SEVERAL changes in the personnel of the Frederic W. Ziv organization were announced last week. Leo A. Gutman, formerly advertising director for Ziv Television Programs Inc., has been appointed advertising director of all affiliated Frederic W. Ziv companies—Ziv Radio Productions, Ziv Television Programs Inc., World Broadcasting System, Cisco Kid Pictures and Cisco Kid Products.

Mr. Gutman

Prior to joining the Ziv organization 15 years ago, Mr. Gutman operated his own agency in Cincinnati.

Ziv Television Programs Inc., New York, announced seven promotions and appointments. They are as follows:

Walter Kingsley, account executive, to sales manager of New York City area; Robert E. Carrol, transferred from Atlanta, Ga., to Cleveland-Detroit as account executive; Charles R. Fish Jr., formerly account executive with WCAU-TV Philadelphia, to New England and upstate New York area as account executive; B. Grenshaw Bonner, former sales manager WCON-TV Atlanta, to southeastern area as account executive, headquartering in Atlanta; Jack Holmes, former sales manager WBAP-TV Fort Worth, to Texas and Oklahoma area as account executive; Ted Rosenberg, former account executive for National Transit Ads, to Philadelphia and Baltimore-Washington-Richmond area as account executive; Arthur Breider, transferred from Cleveland office to Cincinnati as account executive for southern Ohio, Indiana and Kentucky.

PBS CREDITORS

Urged to Cooperate

WITH efforts being made to raise "new working capital," creditors of Progressive Broadcasting System are being urged not to throw the corporation into bankruptcy, but instead cooperate so it may continue and "engage in a profitable enterprise."

Larry Finley, PBS president, in a letter to creditors dated Feb. 16, revealed liabilities of the network, which suspended operations Jan. 31, are approximately $382,500. This does not include salaries of AFRA employes estimated between $15-20,000 nor taxes.

In a plea for support, he pointed out that "since the corporation has practically no tangible assets, then obviously if either voluntary or involuntary bankruptcy proceedings are taken by or against PBS, or if the corporation makes any assignment for benefit of creditors, little, if anything, will be realized by even preferred creditors, let alone general creditors."

Mr. Finley went on to say that "if the corporation remains in existence and can engage in another business, its tremendous operating loss can be offset against any income it will earn, tax-wise, so that all profits which might accrue would be tax free and available for payment to creditors."

upcoming

Feb. 26-28: Florida Assn. of Broadcasters and Florida State General Extension Division Sports Clinic, Gainesville, Fla.

Feb. 26-March 1: Canadian Assn. of Broadcasters Meeting, Chateau Frontenac, Quebec, Que. (Registration date is Feb. 25.)

March 1: BAB Board Meeting, BAB Hqtrs., New York.

March 2-3: Fourth Annual Western Radio-TV Conference, Hollywood, Calif.

March 3: Sixth Annual Radio-TV Conference, Michigan State College, East Lansing.

March 7-15: Excise Tax Hearings, House Ways & Means Committee, Room 1102 New House Office Bldg., Washington, D. C.

NBC PICKS SITE

For Radio-TV Meet

FIFTH ANNUAL convention of NBC and its radio and television affiliates will be held at the Boca Raton (Fla.) Club and Hotel Nov. 28-Dec. 1, NBC formally announced last week [BROADCASTING • TELECASTING, Feb. 19].

The Boca Raton site was chosen at the NBC Stations Planning and Advisory Committee meeting Feb. 14-15 after New Orleans, which had been tentatively selected, was found to have inadequate convention accommodations.

The choice of Boca Raton, announced by Carleton D. Smith, NBC vice president in charge of station relations, was deemed particularly suitable in view of special events to be held as part of the NBC 25th anniversary celebration, which will open June 1.

WEVD

5000 WATTS 1330 K.C.

PROGRAMS OF DISTINGUISHED FEATURES in

• ENGLISH
• JEWISH
• ITALIAN

3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK METROPOLITAN AREA

Send for WHO'S WHO Among Advertisers on WEVD

WEVD
117-119 W. 46
HENRY GREENFIELD, Mg. Director N.Y.19

programs promotion premiums

FULL OF FACTS ● ● ●

WHBF-AM-FM-TV Rock Island, Ill., sending advertisers and trade brightly colored brochure headed "Where in the World . . . would you find another place like this." Cover has large picture of globe against red background with lettering in black and white. Inside gives facts about population, retail sales, buying power and effective buying income per family. Center-spread is huge map photo headed "The Quad Cities . . . one of the nation's best market places." On back are maps of areas covered by station.

EXTRA HELP NEEDED ● ●

WVOS Liberty, N. Y., *The Record Shop*, Mon. through Sat., 10:05-10:45 p.m., received so many calls that local telephone company was forced to add extra help on switchboard. Telephone company was flooded with 250 extra calls during 40-minutes show was on air. Company requested that WVOS attempt to cut down calls. Station asked that listeners place only one call to show, but calls didn't decrease, WVOS reports.

BRIGHT MAILING PIECE ●

WFBR Baltimore sending trade and advertisers brightly colored mailing piece headed "How to prime a pump on the right Baltimore station." Inside is letter from Shell Oil Co., pointing out success of advertising on WFBR. Piece also names different shows that have high rating in area.

CITES TV COVERAGE ● ●

WDSU-TV New Orleans received letter from Sen. Estes Kefauver (D-Tenn.), chairman, Senate Crime Investigating Committee, citing station for coverage of hearing held in New Orleans [BROADCASTING • TELECASTING, Feb. 5]. Sen. Kefauver said in his letter ". . . Our Committee policy deems it of value to educate and acquaint the public as well as the Senate with the situations brought to light by the hearings in order to prepare for remedial legislation, and television seems to have proved itself a splendid medium for this purpose . . ."

MAYOR SPEAKS ON TV ● ●

WHEN (TV) Syracuse, *Inside City Hall*, Sun., 12:45 p.m., featuring Mayor Thomas J. Corcoran and department heads discussing city problems. Mayor also will devote part of program to answering critical letters that have been received by administration. Mayor's executive secretary will act as moderator of series.

SPORTS INTERVIEWS ● ●

KSTP-TV Minneapolis, *Whats Cookin'*, Tues.-Fri., 1-1:30 p.m., featuring interviews with sports personalities discussing their favorite foods, healthful eating habits and importance of proper diet and well balanced diets. Bernice Hulin, emcee, started series with interview of George Mikan, Minneapolis Laker's basketball star.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

JUST a chip off the old block is 10-year-old Allan Carpenter, who pitches in every Saturday morning to give his dad, Disc Jockey Bill Carpenter, a hand in spinning records over WGY Schenectady. The youngster, who takes a "very" active part in the production and announcing of the 7-9 a.m. show, plans to make radio and TV his career. WGY reports that his appearance on the show, the only father and son disc jockey show in those parts, has drawn a slightly more than terrific response from listeners.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

KTUL TO RESCUE ● ● ●

KTUL Tulsa came to the rescue of stranded motorists during bad sleet and snow storm Feb. 14-15. Station rigged up horse drawn sleigh to haul office workers down town and brought school children to and from home.

COLOR BROCHURE ● ● ●

RADIO SALES, CBS New York, distributing four-page brochure in color for promotion of *Range Rider*, new series of 26 half-hour TV films, featuring Jack Mahoney and Dick Jones, and produced by Gene Autry's Flying-A Pictures.

ADVERTISING PUSH ● ● ●

WEAM Arlington sending advertisers and trade postcard dealing with newsprint shortage. Card, headed "A Word to the Wise, from Howard Stanley," quotes Maurice Mitchell, vice president and general manager Associated Program Service, as saying, "Newsprint shortage is now out of the rumor stage. . . . Newspaper lineage must come down. Local and national advertisers who get set with best times and programs in radio now, will be grateful later." Bottom of card gives station's call in large letters.

HELPS RECRUITING DRIVE ●

WLAW Lawrence, Mass., *National Guard Show*, Mon., 9:15 p.m., public service program to help recruiting drive of activated National Guard unit. Station placed posters in armories throughout state calling attention to show. Show stars Bill Stern and Mindy Carson.

PUSHES RADIO ● ● ●

WSTC-AM-FM Stamford, Conn., campaigning via spot announcements and newspapers, on basic value of radio as "information and entertainment medium." Stressing radio's music and news advantages, copy of one ad concludes: "No, there are no pictures on WSTC. But there's lots of wonderful listening—all day, every day."

LADIES DAY AT WJBK-TV ●

WJBK-TV Detroit, through The Katz Agency, New York, has issued "Every Day Is Ladies' Day With WJBK-TV," a four-page promotion folder in two colors giving data on program format, talent, time and cost.

HOME NEWSCASTS ● ● ●

WNDR Syracuse has installed teletypes in home of Glenn Williams, WNDR newscaster, so his coverage of news for remote broadcast can be more immediate. Program sponsored by Syracuse branch of Mutual of Omaha, is broadcast Mon. through Fri. 6:30-6:45 p.m.

A FAST JOB ● ● ●

WHOP Hopkinsville, Ky., received letter of thanks from city's postmaster for its quick cooperation in airing news that national embargo on mail resulting from the railroad strike had been lifted, five minutes after the post office had phoned the news into the station. "Within 15 minutes," said the postmaster, "we had a rush at the post office."

immediate revenue produced with regional promotion campaigns

23 years of service to the broadcasting industry

experienced sales personnel will sell community programs throughout your coverage area

HOWARD J. McCOLLISTER Company
MEMBER N. A. B.
66 ACACIA DRIVE
ATHERTON, CALIFORNIA
DAVENPORT 3-3061
PAUL W. McCOLLISTER, General Manager

EXECUTIVE PLACEMENT SERVICE
Confidential, nation wide service placing qualified, experienced Managers, Commercial Managers, Program Directors, Chief Engineers and Disc Jockies. Inquiries invited from employers and applicants.
HOWARD S. FRAZIER
TV & Radio Management Consultants
726 Bond Bldg., Washington 5, D. C.

Happiness reigns in Hawaii as Aloha Network signs Theo. H. Davies Co. Ltd. Principals are (l to r) Hugh LaRue, sales manager for Aloha; Harold Weidig, merchandise manager, and Robert Carney, sales promotion manager for Theo. H. Davies. ➤

ALOHA NETWORK

Signs $35,000 Pact With Davies Firm

HAWAIIAN radio advertising was given a tremendous vote of confidence early this month with the signing of a $35,000 contract between Aloha Network and Theo. H. Davies & Co. Ltd. on behalf of its principals, including makers of Rinso, Lux, Spry, Pepsodent, Sherwin-Williams paints, Instant Postum, Post's Sugar Crisp, Jell-O, Lysol, Hind's Honey and Almond creams.

The agreement was said to be the largest single radio contract ever signed in Hawaii. (Aloha Network consists of KTOH Lihue, KHON Honolulu, KMVI Wailuku, KIPA Hilo). Sales Manager Hugh Larue represented Aloha in the sale. Harold Weidig, merchandise manager, acted for Theo. H. Davies.

Most of the spots called for in the contract will be carried on the morning disc-jockey program of Hal Lewis, better known to his island audience as J. Akuhead Pupule (J. Fish-head Crazy in translation).

Mr. Lewis has been particularly successful with the native elements in Hawaii, frequently broadcasting and burlesquing the Japanese, Filipino, Chinese, Portugese and other dialects.

He has not always been as successful with sponsors as the Aloha contract would indicate, although his ability to get response is beyond question. He irritated the Bank of Hawaii when he added an offer of "free money today" to one of their institutional ads and forced them to turn down hundreds of disappointed Hawaiians.

On another occasion, Mr. Lewis attempted to brighten up a dull coffee shop commercial by again making an offer—this time "free coffee." Several gallons of the irate coffee shop owner's java went down the throats of gullible listeners, causing the not-so-gullible owner to send the station a bill for the liquid generosity. The station reacted in kind by sending the bill on to Mr. Lewis.

RADIO LIBEL LAW

Need for Adequate Legislation Described

THE NAB model statute on radio libel received high praise from Frank B. Gary, attorney, who spoke before the South Carolina Assn. of Broadcasters meeting in Columbia, S. C.

Mr. Gary, a graduate of the U. S. Naval Academy at Annapolis and now a practicing attorney in Columbia, asserted: "As long as the rules of libel are applied to radio defamation, the industry is necessarily at a grave disadvantage."

The attorney pointed up the injustice of the broadcaster's predicament resulting from the ban on censoring political broadcasts and, at the same time, being vulnerable to libel suits because of what the politician might say.

"Several states have sought to remedy this situation through legislation," said Mr. Gary. This point was developed in an article written by Carl L. Shipley, Washington broadcast attorney [BROADCASTING • TELECASTING, Feb. 19].

Mr. Gary characterized the ideal rule as one "which would not impose too heavy a burden on the (radio) industry, and yet at the same time would secure a high measure of protection to the public or those who may be injured."

At this point, Mr. Gary praised the NAB model statute by which, he said, the association hopes to make the law uniform in all states.

"This statute would apply the principles applicable to torts generally to the tort of radio defamations. It would abandon the distinction between libel and slander and limit the plaintiff's recovery in any case to such actual damages as he alleges and proves, thereby eliminating the element of punitive damages altogether.

"It would require the plaintiff in any action to allege and prove that the broadcast licensee failed to exercise due care to prevent defamation.

"Finally, it would relieve the broadcaster from all liability for defamation in connection with broadcasts for or by candidates for public office."

In conclusion, the lawyer, who is a member of the firm of Cooper & Gary, Columbia, said: "While awaiting the enactment of workable laws on the subject, there is really little that the radio broadcaster can do except exercise the closest supervision of his own broadcasts and contribute every effort to a program which will promote adoption of the legislation needed for adequate protection."

CD INFORMATION

Plan Advanced At N.J. Meet

PLANS for a weekly public information program on 23 New Jersey radio and TV stations, and for creation of a two-way shortwave supplementary hookup, were advanced last week in a meeting of New Jersey broadcasting with state Office of Civil Defense authorities at Trenton.

James L. Howe of WCTC New Brunswick, chairman of the radio-TV division of the state Civil Defense Communications Committee, submitted the information program proposal, under which all New Jersey stations would be linked for a 15-minute weekly broadcast.

Fred Bernstein, WTTM Trenton; Bernard Kellom, WVNJ Newark, and Paul Alger, WSNJ Bridgeton, all representing the New Jersey Broadcasters Assn., were to develop the plan.

The plan to set up two-way shortwave stations to augment the regular state-wide network was described by Lloyd H. Manamon of the amateur radio division of the Civil Defense Committee.

J. R. Poppele of WOR New York, Communications Committee chairman, urged the group to work for "unity." Other speakers: Carl Mark of WTTM, president of the New Jersey Broadcasters Assn.; Paul Kraus, New Jersey Bell Telephone Co., and Capt. W. P. Kelly, state police communications officer.

Advertisers like to read ads, too. And so advertising in Printers' Ink is read by the leading **buyers of advertising** not only because they are interested in the **stations** and markets they might use, but also because they have a professional interest in your copy, layout, etc.

IF YOUR AM-FM-TV STATION, OR NEWSPAPER NEEDS

promotional ideas sold to produce cash revenue of from $200 to $500 per week,

Write, call, or wire

Edgar L. Bill —— Merle V. Watson

Julian Mantell, Sales Manager

National Features

Peoria, Illinois **Phone 6-4607**

★ We can produce more sales records and letters of recommendation that members of our Organization have received while working for over 300 AM, FM, & TV Stations and Newspapers from coast to coast, than any similar company.

allied arts

ELSTON-NICHOLS Co., Chicago, introducing TV specialized writing teams on contract basis. Company does not go into production, directing or any phase other than writing. Firm is at 82 Washington St., Chicago 2.

JAMES RICHARD OBERLY of Pope & Ballard, Chicago law firm, appointed general counsel for Admiral Corp., Chicago.

Equipment . . .

LITTLEFUSE Inc., Chicago, announces production of package of 10 TV snap-on fuse holders, in hard long-wearing plastic box, for TV servicemen.

HARRY VAN RENSSELAER, sales manager electronic parts Division, Allen B. DuMont Labs., recalled to active duty as Air Force major.

STACKPOLE CARBON Co., St. Marys, Pa. (electronic components div.) has issued new 42-page RC-8 catalog listing all new items of company and helpful engineering data. Copies sent on request.

BENDIX TELEVISION and RADIO Div. of Bendix Aviation Corp., Baltimore appoints J. V. Clement Co., Atlanta, as district merchandiser for Georgia and Florida. Company also has appointed Lincoln Electronic Supply Co., Boston, as radio-TV representative for territory of Eastern Massachusetts.

ASTATIC Corp., Conneaut, Ohio, announces production of new miniature, lightweight AC crystal cartridge. The AC series is available with ceramic elements as well as crystal in all sizes.

THE HENDERSON-SPALDING Co., England, has appointed British Overseas Mart Inc. sole American agent for licensing of its patented Technograph Process Circuit Production.

GENERAL ELECTRIC's unit equipment division announces new inductrol power packs designed for low voltage and regulated a-c lighting and power service for electronic apparatus.

Technical . . .

MAURICE P. JOHNSON, engineer WAAM (TV) Baltimore, appointed chief of microwave crew for station.

DALE HOWARD, graduate Northwest Broadcasting School, Portland, Ore., to KXLQ Bozman, Mont., as announcer-engineer. **STAN COOPER**, Northwest graduate, to KRUL Corvallis, Ore., as announcer-engineer.

JOHNNY PIPPIN, engineer WSB Atlanta, named top student at Georgia Tech on recently published Dean's list.

John E. Berlin

JOHN E. BERLIN, 60, staff member of WTIC Hartford for 25 years, died Feb. 14. Born in Franklin, Pa., Mr. Berlin joined the Travelers Insurance Co. in 1919. He was transferred to the radio department shortly after WTIC began operations. Mr. Berlin was in charge of the station's information desk and studio facilities on weekday nights and on Sunday. Survivors include his widow and a daughter, Mrs. Herbert Irving, Hartford.

'Flying Reporters'

ALBERT CREWS, director, radio and TV, Protestant Radio Commission, and Dr. Franklin Clark Fry, president, United Lutheran Church in America, two "flying reporters," representing major Protestant and Orthodox communions, delivered first hand accounts of the plight of war refugees and displaced persons to President Truman in Washington Feb. 16.

THE ONE FOR 1951

➤ *See Centerspread This Issue* ➤

•

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

'Voice' Study

(Continued from page 24)

in the field of international propaganda," Sen. Benton singled out "potential talent" in large cities alone where hundreds of outstanding men and women in broadcasting, public relations and advertising fields "can contribute to this enterprise, and who now only await the leadership."

Creation of an "independent agency," Sen. Benton felt, would "provide the recognition, the freedom and the flexibility for full development" and, with proper leadership, "could become a magnet for the best talent in the world." Under that plan, a cabinet of eight top officers and eight assistant secretaries acting under an administrator would supervise broadcasting, news and publications, motion pictures, exchange of persons and servicing of U. S. information libraries overseas.

Outlines Plan

One possible way to organize an independent agency, he said, would be the creation by Congress, under the 1945 Government Corporation Control Act, of a wholly-owned corporation which can be extended to the entire range of broadcasting activities. He suggests a nonpartisan board of directors, or trustees, comprising communication and other industry specialists who would operate under a paid chairman. Such a plan would have "many great potential advantages," Sen. Benton declared, among them:

(1) Utilization of responsible executives not otherwise available to the government; (2) greater flexibility for cooperative efforts with private organizations; (3) reduction of "the taint of official propaganda," and (4) greater confidence of the American people in the whole operation.

An interesting sidelight to the Benton proposals is that Sen. Joseph McCarthy (R-Wis.) advocates Voice separation—though for different reasons. Both have traded verbal blows on the Senate floor, with the State Dept. as the central issue.

Sen. Benton attacked the Wisconsin Republican as a "ruthless propagandist" determined to undermine the prestige of the department, and questioned his appointment to the Senate Appropriations subcommittee, which hears Voice of America and other budget requests.

Sen. McCarthy, bellwether in the Communists-in-government issue, retaliated with an attack on Sen. Benton and has promised to take action designed to remove the Voice of America from the State Dept. He said the Voice has been doing "an awfully foul job, accomplishing nothing and wasting huge appropriations of money," and should be "taken out from under Secretary Acheson and his crowd at the State Dept."

Sen. McCarthy, of course, favors complete removal of the Voice—both operational and policy—from the department.

'Please Hang Up'

AN IMPORTANT long-distance phone call has been completed, thanks to WMIL Milwaukee. A man on a two-party line expecting the call heard WMIL's western show, *Ranch House Randy*, every time he lifted his receiver. Deduction: The other party on the line had left the receiver off the hook, and was tuned to WMIL. On a different phone, the man explained his plight to the station. Bob Bradley, station employe, interrupted the program and relayed the frustrated man's plea. The party phone was hung up immediately and the long distance call got through.

Plane Hits WKJF Beacon

AN Air National Guard plane missed probable destruction by one foot when it shattered the red beacon light on top of WKJF (FM) Pittsburgh's 420-foot transmitter tower in poor visibility weather last week. Ed Harris, station manager, said it "would have been the end of the plane" if the wing had hit the steel structure of the tower one foot lower.

POPULATION 233,012*

TOTAL RETAIL SALES $246,605,000

FOOD GROUP (RETAIL SALES) $ 52,346,000

DRUG GROUP (RETAIL SALES) $ 7,643,000

* *1950 U. S. Census Preliminary Report*

All sales figures from Quad-City Metropolitan Counties are from 1948 U. S. Census of Business

Delivering more listeners at a lower cost

WHBF

5000 WATTS BASIC ABC

AM TV FM

NAT'L. REP. AVERY KNODEL, INC.

February 16 Applications . . .

ACCEPTED FOR FILING

License for CP

KRXK Rexburg, Ida.—License for CP new AM station (Resubmitted).

WJBC-FM Bloomington, Ill.—License for CP new FM station.

AM—550 kc

WJDX Jackson, Miss.—CP to change from 1300 kc to 550 kc AMENDED to change from 1300 kc 5 kw-D 1 kw-N to 550 kc 5 kw unl. DA.

Modification of CP

KRES St. Joseph, Mo.—Mod. CP change frequency, power etc. for extension of completion date.

WSVA-FM Harrisonburg, Va.—Mod. CP new FM station to change ERP from 36 kw to 7.16 kw etc.

WTCN-FM Minneapolis—Mod. CP new FM station to change name from Minnesota Bcstg. Corp. to Mid Continent Radio-Television Inc.

Modification of License

WTCN Minneapolis—Mod. license to change name licensee from Minnesota Bcstg. Corp. to Mid Continent Radio-Television Inc.

WTCN-TV Minneapolis—Same.

License Renewal

KFPW-FM Fort Smith, Ark.—License renewal FM station.

APPLICATION RETURNED

New TV Station

John D. Keating and J. Elroy McCaw d/b as Island Bcstg. Co., Honolulu—RETURNED application of 12-21-50 for new TV station as incomplete.

February 19 Decisions . . .

ACTION ON MOTIONS

By Comr. Rosel H. Hyde

FCC General Counsel—Granted extension of time to Feb. 26 to file exceptions to initial decision in proceeding re applications of Lubbock County Bcstg. Co., Lubbock, Tex. et al.

Hirsch Communication Engineering Corp., Sparta, Ill.—Granted continuance of hearing to April 3, in proceeding re its application and that of Hawthorne Bcstg. Co., St. Louis.

WESC Greenville, S. C.—Granted dismissal of application and dismissed as moot motion for continuance of hearing in proceeding re its application and that of WORD Spartanburg, S. C.

WLCK Campbellsville, Ky.—Granted leave to amend application to specify new trans. site and application as amended removed from hearing; dismissed as moot request for severance and grant.

Reorganized Church of Jesus Christ of Latter Day Saints, Independence, Mo.—Granted extension to March 19 to file exception to initial decision issued in proceeding re its application and that of Kansas City Bcstg., Kansas City, Mo.

By Comr. Robert F. Jones

WTNJ Trenton, N. J.—Granted continuance of hearing in proceeding re revocation of license to Feb. 26, at Trenton, N. J., and that portion to be held in New York City, to Mar. 7.

FCC actions

FEBRUARY 16 TO FEBRUARY 22

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
STL-studio-transmitter link	**aur.-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis.-visual**	**unl.-unlimited hours**
STA-special temporary authorization		**CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

By Examiner J. D. Cunningham

KMPC Los Angeles and WJR Detroit and WGAR Cleveland—Granted extension of time to Mar. 21 to file proposed findings of fact and conclusions.

By Examiner Elizabeth C. Smith

KBRO Bremerton, Wash.—Granted extension of time to Mar. 6 to file proposed findings and conclusions in proceeding re its application and that of Tribune Pub. Co., Tacoma, Wash.

By Examiner Fanney N. Litvin

The Rural Broadcasting Company of Ohio, Oak Harbor, Ohio—Granted leave to amend application to conform engineering portion of application to proof heretofore presented by petitioner in consolidated proceeding re its application; cond.

Lawton-Ft. Sill Bcstg. Co., Lawton, Okla.—Granted admission *pro hac vice* of Herman Merson, Oklahoma City, Okla., for special purpose of representing applicant in taking deposition of Mrs. Lila G. Ross on Feb. 15 at Oklahoma City.

FCC Correction

In Feb. 12 Decisions [FCC Actions, Feb. 19], item relating to KCHC is corrected to read:

KCHC El Paso, Tex.—Dismissed as moot application since petitioner surrendered his CP by affidavit dated Jan. 31; also dismissed petition requesting application be dismissed without prejudice.

February 19 Applications . . .

ACCEPTED FOR FILING

License Renewal

Following stations request renewal of license: WCIL Carbondale, Ill.; KXEL Waterloo, Iowa; WCKY Cincinnati; WCLI Corning, N. Y.; KCLE Cleburne, Tex.; KIXL Dallas, Tex.; WHBO Sulphur Springs, Fla.; KWOC-FM Poplar Bluff, Mo.

Modification of CP

KGMO (FM) Cape Girardeau, Mo.—Mod. CP new FM station for extension of completion date.

February 20 Decisions . . .

BY THE COMMISSION

Special Authority

WINZ Hollywood, Fla.—Granted authority for period of 30 days to operate with 1 kw-D 500 w-N and temporary DA.

BY THE SECRETARY

Fetzer Bcstg. Co., Near Albion, Mich. and Near Manchester, Mich.—Granted license for new TV inter-city relay, KQB-67 and KQB-68.

Central Bcstg. Co., Davenport, Ia.—Granted CP and license for new TV STL KAD-88.

WSYR-TV Syracuse, N. Y.—Granted mod. CP for extension of completion date to 9-12-51.

Victoria Bcstg. Co. Inc., Victoria, Tex.—Granted CP for new remote pickup KA-8405.

WBJC (FM) Baltimore—Granted mod. CP to change trans.

WWSW-FM Pittsburgh—Granted mod. CP for extension of completion date to 8-22-51.

WNXT Portsmouth, Ohio—Same to 5-15-51; cond.

WARD-FM Johnstown, Pa.—Same to 5-1-51.

KSCJ-FM Sioux City, Ia.—Same to 5-1-51.

WGRC Louisville, Ky.—Granted license for change in frequency, increase power, etc. (790 kc 5 kw-LS 1 kw-N DA).

WMOK Metropolis, Ill.—Granted license new AM station 920 kc 500 w D.

WSAP Portsmouth, Va.—Granted license for change in frequency, power etc. (1350 kc 5 kw DA Unl.).

WPMP Pascagoula, Miss.—Granted mod. CP to change trans. location etc.

KDHL Faribault, Minn.—Granted mod. license to change name of licensee to Herbert H. Lee, Palmer Dragsten and John E. Hyde Jr. d/b as KDHL Bcstg. Co.

KWIE Kennewick, Wash.—Granted mod. CP for extension of completion date to 3-31-51; cond.

WGSM Huntington, N. Y.—Granted mod. CP for extension of completion date to 6-1-51; cond.

The U. of Oklahoma, Norman, Okla.—Granted licenses new remote pickups KA-6736, KKD-310.

Mid-South Bcstg. Corp., Memphis, Tenn.—Granted CP and license new remote pickup KA-8396.

ABC, New York—Granted CP new remote pickup KEB-910.

Southwestern Bcstg. Co., Odessa, Tex.—Same KA-8397.

Board of Education, City of Chicago—Granted mod. CP to change frequency of remote pickup KA-8187 to 166.25 mc.

WSPD-FM Toledo, Ohio—Granted mod. CP for extension of completion date to 9-6-51.

WPIX Inc., Area, New York City—Granted renewal of license TV pickup station KA-4863 to expire 2-1-52.

February 20 Applications . . .

ACCEPTED FOR FILING

License for CP

KCRE Crescent City, Calif.—License for CP new AM station.

AM—1360 kc

Detroit Lakes Bcstg. Corp., Detroit Lakes, Minn.—CP new AM station on 1050 kc 1 kw D AMENDED to change to 1360 kc.

AM—1150 kc

W. Gordon Allen and John B. Truhan, Salem, Ore.—CP new AM station on 1120 kc 250 w D AMENDED change to 1150 kc.

Modification of CP

WBAB-FM Atlantic City, N. J.—Mod. CP new FM station for extension of completion date.

WRVC Norfolk, Va.—Same.

February 21 Decisions . . .

BY COMMISSION EN BANC

AM—790 kc

WQXI Atlanta, Ga.—Designated for hearing April 18 re application to change from 790 kc 5 kw D to 790 kc 5 kw-LS 1 kw-N DA-N, and change location from Buckhead to Atlanta.

AM—1380 kc

WAMS Wilmington, Del.—Granted CP to change DA system and increase hours operation from sharing WAWZ Zarephath, N. J., to unl., operate with 1 kw on 1380 kc; cond.

Request Denied

KTED Laguna Beach, Calif.—Denied request that Commission set aside action of Dec. 27, 1950 (which denied request for additional time to remain silent pending reorganization, etc.) and called upon KTED to surrender license for cancellation (1520 kc 1 kw LS 250 w-N).

AM—1340 kc

City Bcstg. Corp., Nashua, N. H. and WHOB Gardner, Mass.—Designated for hearing in consolidating proceeding April 20 re application of City Bcstg. Corp. for new AM station 1340 kc 250 w unl. and application of WHOB to change from 1490 kc to 1340 kc 250 w unl.; made WLNH Laconia, N. H. party to proceeding with respect to City Bcstg. Corp.

AM—1460 kc

Oakland Bcstg. Co., Pontiac, Mich.—Designated for hearing Mar. 22 in consolidated proceeding with application of Booth Radio and Television Stations Inc. re own application for new AM station 1460 kc 500 w D.

Extension of Authority

Stanley G. Boynton, Detroit—Granted extension of authority to transmit programs by wire from Highland Park Baptist Church, Highland Park, Mich. to CKLW Windsor, Ont.

AM—1230 kc

Francis J. Matrangola, Wildwood, N. J.—Denied petition for reconsideration and grant without hearing of application new AM station 1230 kc 100 w unl.; ordered that WSNJ Bridgeton, N. J., be removed as party to proceeding, and that hearing commence April 24; further ordered that issue 2 of order of Sept. 6, 1950, designating application for hearing be amended to delete specific references to WSNJ.

AM—800 kc

KREI Farmington, Mo.—Denied petition for reconsideration and grant without hearing of application to change from 1350 kc to 800 kc 1 kw D. Ordered that hearing on application commence April 24 and ordered, on Commission's own motion, that all issues in order of June 22, 1950 designating this application for hearing be deleted, and new issues relating to engineering matters only, be substituted therefor.

Order Amended

WORD Spartanburg, S. C.—Adopted

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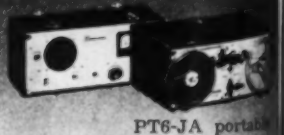

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AM-TV BROADCAST ALLOCATION,
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order amending Commission order of Jan. 10, designating for hearing application, to delete therefrom issues No. 1 and 3 and to include therein as an issue following: "To determine whether or not the installation and operation of Station WORD, as proposed, would constitute a hazard to air navigation." (Application requests change in facilities from 1400 kc 250 w unl. to 910 kc 1 kw unl. DA etc.)

License Renewal

Following were granted renewal of licenses for regular period:

WPWA Chester, Pa.; WEFM Chicago; KOMO-FM Seattle; KMYC-FM Marysville, Calif.; KPOJ-FM Portland, Ore.; WKYC Paducah, Ky.; WSLS-FM Roanoke, Va.; WRZE York, Pa.; WRXW Louisville, Ky.; WMBO-FM Auburn, N. Y.; WFJL Chicago; WLWF Columbus, Ohio; WLWB Dayton, Ohio; WOR-FM New York City; KBOA-FM Kennett, Mo.; KBUR-FM Burlington, Iowa; KGPO Grants Pass, Ore.; WGNB Chicago; WDWS-FM Champaign, Ill.; WFPG-FM Atlantic City; WHIO-FM Dayton, Ohio; WLLH-FM Lowell, Mass.; WSIX-FM Nashville, Tenn.; WVKO Columbus, Ohio; WTHI-FM Terre Haute, Ind.; WMBH-FM Joplin, Mo.; KVME Merced, Calif.; KDYL-FM Salt Lake City; KLCN-FM Blytheville, Ark.; KTTS-FM Springfield, Mo.; WERE-FM Cleveland; WGAU-FM Athens, Ga.; WHBF-FM Rock Island, Ill.; WHFM Rochester, N. Y.; WKPT-FM Kingsport, Tenn.; WLTN Lewistown, Pa.; WLVA-FM Lynchburg, Va.; WMCF Memphis, Tenn.; WNAM-FM Neenah, Wis.; WNHC-FM New Haven, Conn.; WPAG-FM Ann Arbor, Mich.; WPRO-FM Providence; WSAM-FM Saginaw, Mich.; WOHS-FM Shelby, N. C.; WKRG-FM Mobile, Ala.; WFMR New Bedford, Mass.; WGFM Schenectady; WLAW Lawrence, Mass.; WROK-FM Rockford, Ill.; WTAD-FM Quincy, Ill.; KCRA-FM Sacramento, Cal.; KRED Eureka, Cal.; KVOL-FM Lafayette, La.; KWFT-FM Wichita Falls, Texas; KWNO-FM Winona, Minn.; WBCM-FM Bay City, Mich.; WBRL Baton Rouge, La.

KSO-FM Des Moines; WAIR-FM Winston-Salem; WAKR-FM Akron, Ohio; WBRE-FM Wilkes-Barre, Pa.; WBSM-FM New Bedford, Mass.; WBTM-FM Danville, Va.; WBOC-FM Salisbury, Md.; WBBO-FM Forest City, N. C.; WCAE-FM Pittsburgh, Pa.; WCAU-FM Philadelphia; WILK-FM Wilkes-Barre, Pa.; WPDX-FM Clarksburg, W. Va.; WEBQ-FM Harrisburg, Ill.; WFNC-FM Fayetteville, N. C.; WHDH-FM Boston; WHKC-FM Columbus, Ohio; WHYN-FM Holyoke, Mass.; WCMI-FM Ashland, Ky.; WCOD Richmond, Va.; WCOL-FM Columbus, Ohio; WDOD-FM Chattanooga; WJLS-FM Beckley, W. Va.; WGKV-FM Charleston, W. Va.; WHFB-FM Benton Harbor, Mich.; WJAS-FM Pittsburgh, Pa.; KOZY Rapid City, S. Dak.; WMBR-FM Jacksonville, Fla.; WOAY-FM Oak Hill, W. Va.; WRNY-FM Rochester, N. Y.; WSON-FM Henderson, Ky.; WSPA-FM Spartanburg, S. C.; WSPR-FM Springfield, Mass.; WTPS-FM New Orleans; WWPG-FM Palm Beach.

Licenses Extended

Following licenses were further extended on temporary basis to June 1: KHOZ Harrison, Ark.; KICK Springfield, Mo.; KMPC Los Angeles; KSET El Paso; KSVC Richfield, Utah; KWAK Stuttgart, Ark.; KWEM West Memphis, Ark.; KXLR North Little Rock, Ark.; WALE Fall River, Mass.; WBAL Baltimore; WGAR (& Aux.) Cleveland; WINK Fort Myers, Fla.; WJR (& Aux.) Detroit; WJVA South Bend, Ind.; WSNY Schenectady; KXA Seattle; WJRI Lenoir, N. C.; WSYB Rutland, Vt.; WVAM Altoona, Pa.; KGSF Oakland, Cal.; KING-FM Seattle; WEMP-FM Milwaukee, Wis.; WENR-FM New York; WFLN Philadelphia; WMEX-FM Macon, Ga.; WAJL Flint, Mich.; WEAW Evanston, Ill.; WWDC-FM Washington; WSAI Cincinnati.

With reference to the following stations, Comr. Jones voted to grant renewals on regular basis: KBON-FM Omaha; KCMO-FM Kansas City, Mo.; KTNT Tacoma, Wash.; KXOK-FM St. Louis, Mo.; WEHS Cicero, Ill.; WGTR Boston; WHAV-FM Haverhill, Mass.; WJHP-FM Jacksonville, Fla.; WJLB-FM Detroit; WKJF Morgantown, W. Va.; WLRD Miami Beach, Fla.; WMMW-FM Meriden, Conn.; WTOA Trenton; WLDM Detroit; KQV Pittsburgh, Pa.; KRKD Los Angeles, Cal.

Following NBC stations were granted further extensions of temporary licenses to June 1: KNBC San Francisco; KOA Denver; WMAQ-FM Chicago; KA-4835 Area Chicago; WNBC-FM, WNBT (& Aux.) KE2XCW KE2XCX New York and KA-4836 KA-4837 KA-4838 KA-2104 Area, New York; WRC-AM-FM; WNBW (TV) Washington, D. C.; KA-4833 KA-4834 Area, Washington, D. C.; WTAM-FM Cleveland, and KA-4839 KA-4840 Area, Cleveland, Ohio; KA-4832 KA-3372 Area, Los Angeles.

License Renewal

Following ABC stations were granted renewal of licenses for regular period:

WENR-TV Chicago; KA-4442 KA-4443 Area, Chicago; KGO-FM San Fran-

(Continued on page 79)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted, 10¢ per word—*$1.00 minimum* • Help Wanted, 20¢ per word—*$2.00 minimum*
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Managerial opening available for New England regional daytime independent operation. Guarantee offers five figure salary plus incentive plan for proper management acquainted with New England and with successful proven record of radio sales. Apply 924H, BROADCASTING.

Manager, sales manager, salesmen, leading southern market, competitive experience men should make killing. Box 926H, BROADCASTING.

Commercial manager with experience in small market for good programmed network affiliate. Preferably from southwest. Box 929H, BROADCASTING.

Manager wanted. Rural Virginia 250 watt fulltime network affiliate. Now breaking even. Must be capable and willing. Moderate salary and liberal share of profits. State qualifications first letter. Box 932H, BROADCASTING.

Station manager with sales experience wanted by Florida station in one station town of 12,000. Good salary plus percentage of profits, send photograph and availability for interview, preference shown to one holding first class license, Box 964H, BROADCASTING.

Salesmen

Salesman: Pennsylvania independent offers an opportunity to enter sales in a prosperous market. Only station in area. Radio background essential. Salary plus commission. Must have car. Box 813H, BROADCASTING.

If you are a young time salesman and want to make your home in southern California and be satisfied with $250.00 per month to start with an opportunity to increase that to $600.00 per month inside of 12 months then we'd be interested in hearing from you. Send all details about yourself in first letter and include photo. Box 950H, BROADCASTING.

5000 watt network station in major market needs top salesman. Satisfactory salary and commission arrangement for right man. Send complete resume and recent photo in first letter. All replies confidential. Permanent position leads to sales managers job if you are the right man. Write Box 957H, BROADCASTING.

Salesman—Experienced in constructively selling radio. Must be alert and ethical. To represent leading station, NBC affiliate, in competitive market. Send full information; references, photo, income requirements. KSEI, Pocatello, Idaho.

Experienced salesman wanted. We want a top man and will pay accordingly. An excellent opportunity. Personal interview necessary. WHFB, Benton Harbor, Michigan.

WORZ, a progressive NBC station in Orlando, Florida offers permanent, excellent opportunity for capable, experienced salesman. Requirements: Initiative and ambition. Contact immediately.

Progressive station in Virginia's largest market is interested in live wire salesmen. Attractive salary and commission given. Contact Graeme Zimmer, WXGI, Richmond, Va., if interested.

Announcers

Experienced announcer, long established Michigan kilowatt now accepting auditions for opening April 1st. Graduated wage scale, talent. Send platter or tape, letter of qualifications and photo, to Box 756H, BROADCASTING.

Help Wanted (Cont'd)

Immediately — Combination man for network station in Georgia. State salary, background and disc first letter. Box 777H, BROADCASTING.

Experienced announcer-copy writer. Pennsylvania 250 watter. Give full details with first reply including disc, photograph, experience, salary required and military status. Box 830H, BROADCASTING.

Experienced announcer with first class license. Pennsylvania 250 watter. Give full details with first reply including disc, photograph, experience, salary required and military status. Box 831H, BROADCASTING.

Wanted: Combination announcer-engineer. Immediate opening. Southwest. Exceptional climate. Box 837H, BROADCASTING.

Excellent opening on established station for trained announcer. Large south central market. Top salary scale for those who can qualify. Successful background at good stations needed. Send personal and business references, photo, audition including musical shows, news, straight spot announcements and disc jockey samples. Reply is confidential. Box 901H, BROADCASTING.

Experienced disc jockey, popular or hillbilly, large southern city, wonderful opportunity. Box 925H, BROADCASTING.

Immediate opening, combination announcer-engineer holding first phone. Exceptional opportunity, northeastern Michigan. Box 930H, BROADCASTING.

Need immediately, top disc jockey personality for 5000 watt network affiliate in major market. Must take over established morning show and afternoon show, sustain ratings and build same. Attractive opportunity for right man. Send complete resume, salary requirements, recent photo to Box 958H, BROADCASTING. All replies confidential.

Minnesota station needs announcer with first class ticket. Car necessary. Good salary for good man. Send reply to Box 960H, BROADCASTING.

Announcer for AM-TV staff of eastern metropolitan station, 5000 watt NBC basic, one who also can handle AM-TV sports. Send latest recording and photograph to Box 961H, BROADCASTING.

Announcer with ticket morning shift midwest network. Must possess originality, ambition. Opportunity to sell afternoons. Salary commensurate ability and production. Box 975H, BROADCASTING.

Play-by-play, news and disc man, draft exempt. 50,000 market independent. Permanent job. Reasonable pay and talent. Prefer man from southeast. Send disc and letter to Box 980H, BROADCASTING.

Wanted by small market station in Hawaii, two experienced announcers with first class tickets. Send full details in first letter to KMVI, Wailuku, Maui, T.H.

Wanted, for station soon to go fulltime. Need two announcers, one experienced sports man and another who plays Hammond organ. KTBB, Tyler, Texas.

ABC affiliate station desires combination announcer-engineer immediately. Send disc, photo and particulars. KVOC, Casper, Wyoming.

Exempt announcer-engineer. Going up? Next stop 1000 w affiliate. Emphasis announcing. Interview necessary. Stu Sanders, Manager, KWBG, Boone, Iowa.

Immediate opening for announcer with first ticket. $55.00 for forty hour week. Pleasant working conditions. Car helpful but not necessary. Opportunity for advancement. Dependable man, no drifters or drinkers. Apply WACA, Camden, S. C.

Help Wanted (Cont'd)

Staff announcer for 1,000 watt daytime station, send disc and complete details to Manager, WDBL, Springfield, Tenn.

Southern Illinois thousand watt independent wants good disc show personality with commercial punch. Western music background desirable. Family man preferred; congenial staff, 40 hour week, $210 per month. Address: M. G. Rogers, Comm. Mgr., WCNT, Centralia, Illinois.

Wanted: Announcer with experience, some copywriting. Must be good, news, DJ shows. Opening immediately. Start $50.00. WMGR, Bainbridge, Ga.

$60 minimum for announcer with first class license. Car required. WSMI, Litchfield, Illinois.

Announcer, staff work. Board knowledge desired. Vet preferred. Interview necessary. WSYB, Rutland, Vermont.

Technical

Wanted: Engineer with first class license, capable of operating and maintaining AM and FM studio and transmitting equipment. Possibility of entering TV field. Station located in south central New York State. Box 857H, BROADCASTING.

Wanted: Transmitter operators, first class license, no announcing. Good working conditions, experience unnecessary. East central area. Box 888H, BROADCASTING.

Wanted: Young man with first class ticket who wants a real break in big metropolitan midwest city. Some announcing. Not FM. Box 927H, BROADCASTING.

Chief engineer, would take combination man if good announcer. Good salary. Write Box 983H, BROADCASTING.

Wanted: First class engineer-announcer with at least one year experience. Prefer married man. Excellent opportunity on small staff. Wonderful climate. Start $55 for forty hours. Merle H. Tucker, Radio Station KGAK, Gallup, N. M.

Immediate opening licensed engineer to operate control room and transmitter, KSCB, Liberal, Kansas.

Wanted: Transmitter operator 1st class telephone license, need car, write George Crocker, Chief Engineer, KSDN, Aberdeen, South Dakota.

Combination engineer-announcer for 1000 watt ABC outlet in city of fifty thousand, new equipment, modern studios. Start sixty dollars with increases seventy dollars. Send disc to H. T. Duke, Radio Station WALB, Albany, Georgia.

Transmitter operator, first class ticket, wanted immediately. State qualifications and salary required first letter. WCNX, Middletown, Connecticut.

Immediate opening for transmitter operator. No experience necessary. Contact Allen B. Jones, WGNI, Wilmington, N. C.

Engineer with first ticket. Capable man in maintenance, remotes. Car necessary. Draft status, full details first letter. WINZ, Opa Locka, Florida.

Transmitter man. First class license. No announcing. Daytime shift. Experience isn't necessary. Veteran preferred. Immediate need. WIRJ, Humboldt, Tennessee.

Transmitter engineer. 1 kw ABC. Give draft status, age, references. Harold White, WKTY, La Crosse, Wisconsin.

WNCC, Barnesboro, near Altoona and Johnstown needs chief engineer immediately. Wire or phone Lee Stauffer, Manager.

Help Wanted (Cont'd)

Chief engineer, excellent opportunity for the right man. Address all information and photograph to WONW, Defiance, Ohio.

First class phone transmitter operator. Experience not necessary. Phone WSSV, Petersburg, Virginia.

First phone with good voice, willing to learn some air work. Progressive salary. Call or wire WWGS, Tifton, Ga.

Northern Wisconsin, 250 watt daytimer needs two combination engineer-announcers. Real opportunity for right men. Send details to Sumner T. Harris, Door County Advocate, Sturgeon Bay, Wisconsin.

Production-Programming, others

Continuity writer, 1000 watt network station in Michigan offers excellent opportunity and good salary for experienced writer. Rush sample copy, qualifications, photo and salary expected to Box 755H, BROADCASTING.

Girl capable of taking charge of continuity department. Some air work. Pennsylvania 250 watter. Give full details first reply including disc, photograph, experience and salary requirements. Box 832H, BROADCASTING.

Farm director to organize and operate farm service department for aggressive 5 kw midwestern, network affiliate station. Unusual opportunity for right man. Send complete details, including photo and salary requirements. Address Box 921H, BROADCASTING.

Midwestern network affiliate desires services of fully experienced radio newsman. Must have at least seven to ten years of news background and be capable of gathering, writing and presenting news on the air. Send complete details in first letter including training, previous experience, reference, present and expected salary and photograph. Do not send disc until requested. Write Box 962H, BROADCASTING.

Gal Friday? Traffic, air work, station knowhow. Midwest. Car convenient, not necessary. Box 976H, BROADCASTING.

Television

Salesmen

Midwestern TV station wants thoroughly experienced, energetic TV time salesman, with drive and imagination. Unlimited opportunity. Photograph and detailed experience, KOTV, Tulsa, Oklahoma.

Situations Wanted

Managerial

Twenty years of constructive radio background as commercial manager. With the very best of references as to ability and character. Seeks job as manager or commercial manager of substantial station. Married, 45 years of age. Will go anyplace. Box 698H, BROADCASTING.

Can you top this? Took fourth station in 100,000 market within 18 months, made it first in listenership, local and national sales. Increased gross seven times. Halved expenses. Young, aggressive, college graduate, veteran and draft exempt. Presently employed. Desire tough market with real opportunity. Box 760H, BROADCASTING.

Manager-chief engineer—experience 8 years radio. Married, 43, children. South only. Box 862H, BROADCASTING.

Manager: Fully experienced, mature, sober, honest. Assume complete responsibility. Box 872H, BROADCASTING.

Manager, salesmanager, strong on all phases. Any size station providing opportunity is there. 20 years newspaper and radio. Prefer central states. Box 917H, BROADCASTING.

Assistant manager-program director seeking advancement, eventual part ownership or similar. Nine years experience, two stations. Family man, young and aggressive, minimum salary $5500. Box 918H, BROADCASTING.

Situations Wanted (Cont'd)

...tion manager who has worked in all ...pacities from bottom to top, has good ...son to desire change. Thorough ...owledge of all station operations. ...id background includes college edu...tion, plus 9 months special schooling ... management, advertising and pro...tion, plus seven years of practical ...perience, including two years as gen... manager. Available 30 days no... to present employer. No drifter, ...arried, draft exempt. Reply Box ...8H, BROADCASTING.

Program director regional network affiliate major southern market desires change with better advancement opportunity. College graduate. Eleven years experience major and small markets as general manager, program director, salesman and announcer. Box 937H, BROADCASTING.

You can get, one manager, one program director, one continuity director, three announcers, three boardmen and one engineer, all in three versatile men. Currently they are manager, program director and continuity director of a 500 watt major network station. Desire: Partnership, commission, profit-sharing, percentage or salary basis in a small financially "run-down" station that needs new blood and new ideas. Write Box 939H, BROADCASTING.

Manager-sales manager: 18 years experience, including national representation, transcription sales, station management and sales. Proven record . . . can offer outstanding recommendations as well as contacts in national sales field. Presently employed, but must move to far west for family's health. Salary not prime factor but must be commensurate with position. Box 970H, BROADCASTING.

Manager. Presently employed, seeks station needing services of man with an exceptional record in commercial development. 36, family, not subject to draft. Twelve years newspaper background. Salary and percentage. Participation desired as indication of permanency. Address Box 982H, BROADCASTING.

Announcers

Baseball man. Available now or spring. Experienced all sports-staff. Box 227H, BROADCASTING.

Baseball broadcaster, major league; staff; veteran; married; college grad; experienced. Box 458H, BROADCASTING.

Sports announcer, three years experience, married, draft exempt. Play-by-play baseball, football, basketball, top-ranked sports review, news, commercials, DJ, board operation, all-round man. Want year-round play-by-play, in sportsminded community. Moderate salary plus talent. Currently employed, available two weeks notice. Consider all offers. Box 526H, BROADCASTING.

Baseball play-by-play man experienced in live and recreated broadcasts available for this season. Air check available. Excellent references. Box 564H, BROADCASTING.

Experienced announcer, single, veteran, 24. Twenty months' experience, DJ, news, special events, general staff. Morning man at present. Desire morning or afternoon, not absolutely necessary. All replies answered immediately. Tape air check audition available. Box 781H, BROADCASTING.

Thoroughly experienced sports announcer seeking year-round job. Football, basketball, baseball. Job must pay at $4,000 annually. Box 915H, BROADCASTING.

Carolina broadcasters: 10 years radio. What's your opening. Wire me. Box 916H, BROADCASTING.

League folded! Sports director of net affiliate desires baseball play-by-play. Live, recreation. College grad, veteran. Prefer south. Consider all offers. Box 919H, BROADCASTING.

Announcer available. Experienced all phases radio and television. Ten years background. Box 922H, BROADCASTING.

Experienced announcer, potential salesman. Member of Alcoholics Anonymous. Box 923H, BROADCASTING.

Announcer, 25, single, now employed desires change. Three years experience as announcer, one year as PD. All-round experience with network and independents. Disc shows, hillbilly to classics. Prefer southeast. Veteran. Box 935H, BROADCASTING.

Situations Wanted (Cont'd)

Announcer-engineer. First phone. Experienced all phases broadcasting, mature, ambitious. Box 938H, BROADCASTING.

Experienced capable announcer, married veteran, draft proof. Strong on news, DJ, classical music. Board operator and salesman. East only. Box 940H, BROADCASTING.

Experienced announcer, production, programming, traffic, now employed as program director small operation. Draft exempt, married. Good reason for leaving. Details. Box 944H, BROADCASTING.

New England stations: 6 years play-by-play baseball, basketball, football, boxing. Sport shows. Staff. Presently employed. Box 949H, BROADCASTING.

Give your station live talent programming. Am fully experienced in all phases radio announcing. Have had top air ratings. Can give you good live musical shows. Photo, disc and background on request. Box 953H, BROADCASTING.

Sports announcer. High school coach wants fulltime radio sports job. Three years broadcast experience, football, basketball, boxing and could call baseball. Box 954H, BROADCASTING.

Sports wanted year-round. Experienced AA baseball, midwest basketball, football and all staff. National agency, sponsor recommendations. Veteran, 3 children, college. Draft exempt. Box 955H, BROADCASTING.

Available: Announcer, advertising, experienced remote shows. Graduate, leading Chicago radio-TV school. Operate board. Draft exempt. 24, single, will travel. Box 959H, BROADCASTING.

Disc jockey, special events and MC. 28 years old, married. Excellent references. Desire an early morning or all night show. Can build a good audience in either spot. Not afraid of work. Write continuity, know programming and selling. Box 962H, BROADCASTING.

Successful, 13 years experience, superior announcer-engineer. 3 years assistant manager progressive regional network affiliate. Installation promotion. Interested Michigan or Great Lakes area. Available about May 1st. $85 week minimum. Box 963H, BROADCASTING.

Staff announcer. Draft exempt. Very fine voice, experienced. Handle board. Box 967H, BROADCASTING.

Announcer-salesman. College, limited experience. Can write. Console. Draft exempt. Box 968H, BROADCASTING.

Announcer-copywriter: Five years experience. Dependable, conscientous worker. Draft exempt. Box 973H, BROADCASTING.

Casual friendly style for DJ and MC. Commercials that sell. Authoritative news. Nine years thorough experience —from 250 watter to national networks. Seek solid permanent association. Box 977H, BROADCASTING.

Announcer—Proven sales ability. Heavy class "A" staff experience. Authoritative news—easygoing DJ. Draft exempt. Reasonable base plus commercials. Box 978H, BROADCASTING.

Announcer. 28, vet, single. College grad. Top radio school grad. Staff, news, DJ, sports. Will go anywhere. Box 979H, BROADCASTING.

Announcer—Young, experienced, vet, knows board. Single, willing to travel—reliable, concientious—now employed, seeking better opportunity. Box 981H, BROADCASTING.

Colored announcer trained Radio City, N. Y. College graduate. Copywriter, operate console. 2 years' phonograph record business. Age 27, draft exempt, travel. Disc and references. Reply Box 23, 320 Manhattan Avenue, New York City.

Chief announcer-engineer. No draft vet. 3 years experience news, morning man, DJ all types, live and audience shows. Good voice. Reliable conscientious, single, 31. State salary. Best references. Frank Berry, 422 Western Ave., Topeka, Kansas.

Technical

Chief engineer, 18 years experience. Excellent record. Best references. Desires change to progressive station. Box 704H, BROADCASTING.

Combination man. First phone and announced for 6 years. Served as program director, copywriter and chief. Veteran, 25 years old, married, one child, no drifter, sober. Ready for work immediately, anywhere. Joe Brandt, 117 South 4th St., Paducah, Kentucky. Phone 3990 days or 3991 nights.

Situations Wanted (Cont'd)

Phone first, salary, hours, offer, first contact. Box 833H, BROADCASTING.

Engineer, 3 years experience transmitter, remotes, taperecorders. Presently employed. Box 877H, BROADCASTING.

1st phone engineer, married, vet, 26, 2½ years experience same station as combo man, traffic manager, chief engineer. Have handled all type remotes, built six channel console and wired new antenna and components. Can do disc shows and newscasts. Desiring to locate in home state of Iowa. Box 941H, BROADCASTING.

Engineer with announcing experience, married, draft exempt, desires permanent position with future. Box 942H, BROADCASTING.

First phone, no experience. Draft exempt, ambitious, willing to relocate. Combination desired. Box 969H, BROADCASTING.

Operator, first license, five years broadcast radio, wants straight transmitter job. 32. Single. Available quickly. Outline your requirements, please. Lewis Sherlock, Box 51, Plainview, Texas.

Combination engineer-announcer, recent announcing school graduate, first phone, 15 years in airline radio. Family man. Desires permanent position in Washington, Oregon, California area. William Slusser, P. O. Box 1231, Klamath Falls, Oregon.

Production-Programming, others

Program director-continuity writer team. Husband-wife. Capable, creative, efficient. Cost conscious. First class air work. Box 900H, BROADCASTING.

Female (40) continuity, mike, steno. Prefer midwest independent. Consider anything. Box 931H, BROADCASTING.

Program Director, 25, single, now employed, desires change. Four years experience as announcer and program director. With same station for past two years. Know independents and network. Desire position of PD, announcer or both. Prefer southeast. Veteran. Box 936H, BROADCASTING.

News editor, 27, three years experience. Versed in newsroom organization and special events. Desire position with forward looking news station. Journalism school graduate. Box 948H, BROADCASTING.

What's your trouble, boss? Need a mature woman copy chief with ideas running out of her ears? If you manage a south eastern station, preferably in Florida, make me an offer. Now employed. Copy, disc and photo on moments notice. Write Box 951H, BROADCASTING.

Program director-announcer, first class ticket, five years experience, baseball play-by-play. Dependable family man interested in sales wants permanent location with opportunity for advancement. $85 minimum. Box 956H, BROADCASTING.

Need a dynamo in your news room? Working news edior thoroughly experienced getting and building local news show desires change. Draft exempt. Air talent. Box 965H, BROADCASTING.

Radio girl Friday. Young, alert, proficient. Script writing and production. Work in New York only. Willing to do light steno and typing if required. Box 974H, BROADCASTING.

Television

Production-Programming, others

Experienced announcer, stage manager, radio and stage actor. Draft deferred veteran, family. Know scenery, make-up. Want TV floor manager or similar position. Will announce. Prefer small town or medium sized city. Box 928H, BROADCASTING • *TELECASTING.*

For Sale

Equipment, etc.

RCA field intensity meter type 308-A. Frequency range 120-18000 kc. Complete with three loops and power supply. Excellent condition. $900. KFNF, Shenandoah, Iowa.

For sale. Five kilowatt Western Electric 355-E-1 transmitter, with modulation monitor and some spare parts. Details on request. C. W. Winkler, KFOR, Stuart Building, Lincoln, Nebraska.

(Continued on next page)

EXPERIENCED BROADCASTERS NOW AVAILABLE

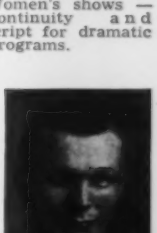
BILL SEAMAN: Radio & TV Announcer - Newscaster - Writer. Creator of: Roundtable & Man In the Street broadcasts. Strong on: Special events—news documentaries—commercial copy and TV programming & film work.

JOHN CALHOUN: Announcer-Writer-Newscaster. Creator of: One O'Clock Special—Echoes of Broadway — Composers Their Lives & Works. Strong on: DJ — continuity—commercial & dramatic script writing . . . and board work.

BRYCE BOND: Announcer-Newscaster. Creator of: Piano Potpourri - Melody Rendevous Platter Party—Meet the Composer. Strong on: DJ-board work and station promotion since hobby is cartooning.

RAY NANKEY: Combo Man-Writer Newscaster. Creator of: Yesterthoughts — Views & Cues—Jazzband Ball (Dixieland human interest stories) — Operation Unity (religious pgm.) Strong on: DJ-station promotion and publicity — sports—commercial continuity & board work.

MARY FAST: Commentator — Actress. Radio's good Girl-Friday at home behind a typewriter as well as behind a mike. Strong on: Women's shows — continuity and script for dramatic programs.



GEORGE WHITE: Announcer—Writer Newscaster. Creator of: Sleepy Hollow—University of the Air—Down Memory Lane. Strong on: Newscasting—sports—commercial continuity and board work.

Write or Wire

SRT
SCHOOL OF RADIO TECHNIQUE
R K O Bldg Radio City, N.Y. 20, N.Y.
Circle 7-0193

SRT men and women are employed in broadcasting stations all over the United States.

For Sale (Cont'd)

Two Blaw-Knox 200 foot self supporting towers 1080 feet-7/8 inch transmission line, new with fittings 1200 feet-WE #107058 sample line, new other equipment, new and used, available for immediate construction. Contact Chief Engineer, KGGF, Coffeyville, Kansas.

Presto 6N cutter with 1-D head $330.00; console for above $70.00; console for Presto 16" TT $70.00; WE 9A reproducer assembly with KS 13386 equalizer, 171 A repeat coil, 5A arm, 2 heads $225.00. All good condition F.O.B KLAS, Las Vegas, Nevada.

For sale: Westinghouse 50 kw FM amplifier. Excellent condition. Contact E. S. Long, Radio Station WHKY, Hickory, N. C.

TV A-1 condition, projectal and pedestal, includes lap dissolve feature. First come or best offer. WMBR-TV, Jacksonville, Fla.

Have several used guyed Wincharger towers will sell erected. Tower Construction Co., 107 Fourth St., Sioux City, Iowa. Phone 5-6761.

Wanted to Buy

Stations

Radio station wanted. Interested in radio station or combination station and newspaper. Give details. Box 893H, BROADCASTING.

Have spent six years making "midget market" stations pay big dividends. Now want to lease station in single-station market with option to buy. Prefer Texas-Arkansas-Oklahoma area. Will travel to discuss offer. Would consider immediate purchase with lease arrangement pending sale approval. Give complete information first letter. Box 952H, BROADCASTING.

Radio Station wanted. 1. In market of 100,000 population or more or 2. In market of 50,000 population or more with no large metropolitan market within 75 miles. Give price and details in first letter. Box 966H, BROADCASTING.

Equipment, etc.

Complete equipment in good condition 5 kw AM station. 3-360 foot towers, monitors, etc. Box 640H, BROADCASTING.

Reproducers, Western Electric vertical type D-93306 wanted regardless of condition. Write details to Box 848H, BROADCASTING.

Wanted: Complete 1 kw AM transmitter. Must be in good operating condition. Box 943H, BROADCASTING.

Complete studio equipment. Also modulation monitor, frequency monitor and limiter. State make, price and condition. Box 971H, BROADCASTING.

BF-14A Pylon antenna. Seneca Radio Corporation, Fostoria, Ohio. WFOB-FM.

New or near new consolette, preferably RCA 76-B5 or 76-D or other make with similar facilities. WHO-FM, Des Moines 7, Iowa.

Wanted to Buy (Cont'd)

Wanted, field intensity meter in good condition. Prefer RCA-WX 2C or Federal 104-C. Contact G. R. Hoffman, WJPS, Evansville, Indiana.

Two, four or six bay FM antenna for sidemounting, tuned or tunable to 98.3 mc. Also, 5000 watt AM transmitter in operating condition. State best cash price. WTVB, Coldwater, Michigan.

Miscellaneous

Wanted—$15,000 loan to purchase all station equipment (will give mortgage) or will sell preferred stock. Box 972H, BROADCASTING.

Note: New or replacement broadcast crystals for Western Electric, RCA, Bliley and other holders; fastest service. Also monitor and frequency measuring service. Eidson Electronic Co., Temple, Texas, phone 3901.

Help Wanted

Technical

sales engineer

foreign market

TV transmitter and studio equipment design and operating experience. Speak Spanish. New York office.

BOX 933H, BROADCASTING.

Production-Programming, others

PRODUCER • Man who can direct people and who knows legitimate, vocal and instrumental music. Must take initiative and build top musical shows for top midwest radio station; no TV. Address Box 845H, BROADCASTING.

Situations Wanted

Announcers

Available soon—TV and/or AM announcer—MC—writer-producer of ten years this kind of SHOWBUSINESS! Presently TV-Radio Director of regional Agency—prefer media end. I will make all phases of sound selling experience pay-off in profits for the outfit that gives me a real chance. Will send you full information and arrange personal interview if you're interested. Address

BOX 946H
BROADCASTING

For Sale

Equipment, etc.

ELECTRIC GENERATING — Not Surplus

International diesel 100 h.p., 50 kw. Electric Machinery generator—3 phase 60 cycle, 230 volt—all self-contained and mounted on skids. Two heavy-duty external mufflers, and connecting pipe. Needs only external fuel tank to operate. In A-1 condition. Price $3,500 FOB our transmitter.

KGLO, Mason City, Iowa

Wanted to Buy

WANTED

Early morning taped show cued for local commercials, one or two hours, six days. Also, all types of programs for Regional Network and disc or tape distribution in five states. Send auditions to Palmetto Broadcasting System, Anderson, S. C.

Equipment

USED 16" PROGRAM RECORDS ARE GOOD AS GOLD!

Highest prices paid for outdated, scratched or damaged 16 inch pure vinyl transcription records. Clean out your library at a profit. Drop us a post card or letter estimating the quantity, in records or pounds, you offer to sell. We'll send you current price and shipping instructions by air mail.

J. W. NEFF LABORATORIES, INC.
Mfrs. of Nef-O-Lac Record Compounds
Stockertown, Penna.

School

ONE OF THE NATIONS OUTSTANDING RADIO SCHOOLS
Only six short months for your First Class License, just 52 weeks for you to become a highly skilled Combination Announcer - Operator. Includes announcing, writing, selling, drama, news editing, production, programming, disc jockey.
100% placement of Combination men.
Veteran Approved; Housing Arranged.
Write for free catalogue.
NORTHWEST BROADCASTING SCHOOL
531 S. W. 12th • PORTLAND, OREGON

Miscellaneous

FINANCING WANTED

If you are interested in building an AM station in a one station midwest market of 250,000 contact box 934H BROADCASTING immediately. Excellent opportunity.

KANS PREMIERES
24-hr. Day With Hot Stor

KANS Wichita performed a humanitarian service during the premiere broadcast of its new round-the-clock schedule.

During the midnight-6 a.m. period, Vic Rugh, emcee, received a phone message from the Wichita municipal airport that a TWA plane just landed had brought a report of a gas line explosion and fire near Harper, Kan., 45 miles away. The town was without heat, with the thermometer reading zero.

Mr. Rugh at 2 a.m. put out an appeal for electric stoves and kerosene heaters. A Wichita cab company transported them without charge. By 4 a.m., Ted Heithecker, KANS chief engineer, and Justice Bradshaw, announcer, had delivered 95 heaters to the Harper hospital and to other vital points. When gas pressure was restored at 6:30 a.m., Wichita area residents still were volunteering heaters and, if needed, cars to deliver them.

KANS began the new series, *From Midnight On*, Jan. 29. Russell L. Lowe, promotion manager, estimated that 12,000 or more families will receive complete broadcast service under the new 24-hour schedule.

Tube Orders

CONTRACTS for nearly $1 million worth of various type electron tubes have been let by the Defense Dept. to RCA Victor Division, Harrison, N. J., and Raytheon Mfg. Co., Waltham, Mass., according to the Dept. of Commerce Field Service. Five different sets of awards showed a total of 42[illegible] 000 tube units valued at $981,01[illegible]

Exclusive Market Station
$50,000.00

Located in an attractive single station market in the South Atlantic area, this fulltime facility offers one or two good operators an excellent radio opportunity. Plant and equipment are above the average and operating costs are low. Financing arranged.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	360 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

We'll buy your radio station all or part. Now operating a successful radio station in a major market, we are anxious to acquire another large or small market station regardless of power. This is the opportunity you have been waiting for to liquidate your holdings. Our radio station is making a profit in a tough TV market. Not interested in Stations west of the Mississippi. Act now for the best deal. First come first served with our money. We are owners, please no brokers. All replies strictly confidential.

Don't commit yourself to a price until we contact you. You'll hear from us if you answer this invitation to sell.

BOX 947H, BROADCASTING

FCC Actions

(Continued from page 75)

Decisions Cont.:

...sco; KA-4441 Area, San Francisco; ...72 (& Aux.) New York; KA-4444 ...445 Area, New York; KA-4180 ...440 Area, Los Angeles; WXYZ-TV ...troit; KA-4865 KA-3136 Area, De... Mich. (Wholly owned subsidiary ... ABC.)

BY THE COMMISSION

Extension of Authority

WPAB Ponce, P. R.—Granted extension of authority for 60 days from Feb. 17 to operate with power reduced to about 4 kw.

February 21 Applications . . .

ACCEPTED FOR FILING

License for CP

WWIN Baltimore—License for CP new AM station.

Modification of CP

WBND Belleville, Ill.—Mod. CP new AM station for extension of completion date.

WGST-FM Atlanta, Ga.—Mod. CP new FM station to change ERP from ... kw to 70 kw and change trans.

KFUO-FM Clyton, Mo.—Mod. CP new FM station to change ERP from 5.8 kw to 6.72 kw.

WNBT (TV) New York—Mod. CP change ERP etc. for extension of completion date.

PROMOTIONS

By Radio Cincinnati Inc.

TWO executive changes were announced within Radio Cincinnati Inc. by Hulbert Taft Jr., executive vice president, last week. David Taft becomes managing director while Robert E. Bender has been promoted to general manager of WKRC-FM transit radio.

David Taft

David Taft's new duties will include coordination of the three WKRC stations' sales activities. Mr. Bender, who started with WKRC-FM at its inception as a salesman, later becoming sales manager, will assume complete charge of the transit radio operation. He is a former sales executive of Johnson & Johnson.

David Taft is a member of the board of directors of Radio Cincinnati Inc. He has been manager of WKRC-FM since the firm entered the transit radio field.

WHLI-AM-FM Hempstead, L. I., reported last week total of 7,494 public service spot announcements during 1950, greatest number recorded in station's history.

FCC roundup

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO FEBRUARY 22

Summary of Authorizations, Stations On the Air, Applications

Class	On Air	Licensed	CPs	Cond'l Grants	Appls. Pending	In Hearing
AM Stations	2,238	2,218	136		275	127
FM Stations	668	521	165	*1	13	4
TV Stations	107	60	49		382	171

* On the air.

* * *

Docket Actions . . .

INITIAL DECISION

KTMS Santa Barbara, Calif.—Initial Decision by Hearing Examiner Jack P. Blume looking toward denial of News-Press Pub. Co. application to change KTMS transmitter site on grounds change would violate technical rules on blanket interference. Decision Feb. 20.

OPINION AND ORDER

WAWZ Zarephath, N. J.—Pillar of Fire. By memorandum opinion and order granted switch from 5 kw day, 1 kw night, to 5 kw directional, sharing with WBNX New York on 1380 kc; denied petition of WMBG Richmond, Va., requesting application of WAWZ be designated for hearing and issuance of order showing cause why it should not be modified. Order Feb. 21.

Non-Docket Actions . . .

AM GRANT

Erie, Pa.—Myron Jones. Granted CP new AM station on 1570 kc, 250 w day; condition. Granted Feb. 21.

FM GRANTS

WLAN-FM Lancaster, Pa.—Peoples Bcstg. Co. granted switch from ERP of 20 kw to 6.7 kw, antenna from 375 ft. to 80 ft. Granted Feb. 21.

WBIB (FM) New Haven, Conn.—Colony Bcstg. Corp. granted switch from ERP of 20 kw to 7.6 kw, antenna from 500 ft. to 80 ft.; condition. Granted Feb. 21.

WRBL-FM Columbus, Ga.—Columbus Bcstg. Co. granted switch from antenna of 1010 ft. to 410 ft. Granted Feb. 21.

KSTP-FM St. Paul, Minn.—KSTP Inc. granted switch from ERP of 57 kw to 5.8 kw. Granted Feb. 21.

WPEN-FM Philadelphia—Pennsylvania Bcstg. Corp. granted switch from transmitter power output of 6.2 kw to 3.6 kw, antenna from 310 ft. to 420 ft. Granted Feb. 21.

TRANSFER GRANTS

KULA Honolulu—Granted transfer of control Pacific Frontier Bcstg. Co., licensee, from Peyton Harrison and five others to stockholders Robert H. Hinckley, now 32.865% owner; Interstate Bcstg. Corp., 39.875%, and Jack A. Burnett, 15.135%, through sale of 4825 shares for $53,075. Granted Feb. 20.

KFAB Omaha, Neb.—Granted acquisition of negative control KFAB Bcstg. Co., licensee, by Journal Star Printing Co. through purchase of 1 sh. from William Aitken for $125.54. Sidles Co. retains 50% ownership. Journal Star Printing Co. is owned by State Journal Co. and Star Pub. Co. Granted Feb. 13.

WDMG Douglas, Ga.—Granted transfer of control WDMG Inc., licensee, from Downing Musgrove and Alice Musgrove to B. F. J. Timm, secretary-treasurer, through sale of 4 sh. for $1,260. Mr. Musgrove to remain as minority stockholder. Granted Feb. 12.

KGW Portland, Ore.—Granted transfer of control Pioneer Bcstrs. Inc., licensee, from The Scott Co., Mrs. F. W. Leadbetter et al to Mitzie E. Newhouse, Samuel I. Newhouse Jr. and Donald Newhouse through sale of 100% for $350,000. Samuel Newhouse, owner WSYR-AM-FM-TV Syracuse and holder of extensive newspaper interests in East as well as recent purchaser of Portland "Oregonian," former KGW licensee, is lending funds to his wife and son to supplement their funds in purchase. Granted Feb. 21.

New Applications . . .

AM APPLICATIONS

Portage, Wis.—William F. Johns Jr. and Allen H. Embury d/b as The Johns-Embury Co., 1350 kc, 500 w day; estimated cost $25,000. Partners also each have 20% interest in application for new AM by Two Rivers Bcstg. Co., Two Rivers, Wis. Filed Feb. 20.

Oklahoma City, Okla.—John Weston Crabtree, 1590 kc, 500 w day; estimated cost $13,000. Mr. Crabtree is commercial manager KVWC Vernon, Tex. Filed Feb. 21.

FM APPLICATIONS

Dillon, S. C.—Border Bcstg. Co., Ch. 225 (92.9 mc) 8.8 kw; estimated cost $9,580. Applicant owns WDSC Dillon. Filed Feb. 19.

Oklahoma City—Board of Education, Oklahoma City, noncommercial educational FM station, Ch. 205 (88.9 mc) 3 kw; estimated cost $4,150. Filed Feb. 19.

TV APPLICATION

Mobile, Ala.—Kenneth R. Giddens and T. J. Rester d/b as Giddens & Rester, Ch. 5 (76-82 mc), 1.39 kw vis., .695 kw aur.; estimated construction cost $106,397; operating cost first year $100,000; revenue $100,000. Applicant owns WKRG-AM-FM Mobile. Filed Feb. 21.

TRANSFER REQUESTS

WBBZ Ponca City, Okla.—Assignment of license from Ponca City Pub. Co. Inc. to Ponca City Publishing Co., partnership, through purchase of three-fourths stock interest held by Adeline Trust for $342,500 by two former stockholders, Clyde E. Muchmore, 50%, senior partner; and Gareth Muchmore, 25%, junior partner; and former business manager Allan Muchmore, 25%, junior partner. Filed Feb. 16.

WOSC Fulton, N. Y.—Assignment of license from Oswego County Bcstg. Co. to Harold W. Cassill for $50,000. Mr. Cassill was formerly president and general manager of WEOK Poughkeepsie. Filed Feb. 16.

KALT Atlanta, Tex.—Assignment of license from Herman H. Wommack Jr. and David A. Wommack d/b as Ark-La-Tex Bcstg. Co. to Herman H. Wommack Jr., David A. Wommack and Robert S. Bieloh d/b as Ark-La-Tex Bcstg. Co. through sale by Herman Wommack Jr. of 10% interest to David Wommack and 24% interest to Robert Bieloh, former employe, for total of $6,630. Filed Feb. 19.

WJIG Tullahoma, Tenn.—Assignment of license from Raymond L. Prescott Jr. and Henry L. Wilson d/b as Tri-Cities Bcstg. Co. to Raymond L. Prescott Jr. d/b as WJIG through purchase of Mr. Wilson's 50% interest in partnership for $19,000. Filed Feb. 19.

KLUF-AM-FM Galveston, Tex.—Transfer of KLUF Bcstg. Co. from George Roy Clough, Helen D. Clough, Leroy D. Clough and Braden E. Clough to Orrin Tucker for $100,000 plus. Mr. Tucker owns gas and oil production facilities in several states and owns apartment project in Oakland, Calif. Filed Feb. 21.

Deletions . . .

TOTAL withdrawals to date since Jan. 1: AM 6, FM 18, TV 0. Stations, dates and reasons are:

WWPF-FM Palatka, Fla.—Palatka Bcstg. Co. CP, Feb. 16. Applicant's request.

KOZY (FM) Kansas City, Mo.—Commerical Radio Equipment Co. License, Feb. 15. Economic.

WSAP-FM Portsmouth, Va.—Portsmouth Radio Corp. License, Feb. 9. Economic.

IAAB AGENDA

Set for Sao Paulo Meet

COMMERCIAL advertising on government stations, relations with other international organizations, model radio statutes and international educational broadcasting are among agenda items for the second general convention of the Inter-American Assn. of Broadcasters at Sao Paulo, Brazil, March 19-29. Delegates from throughout South and North America, including the U. S., are to attend.

NAB President Justin Miller is slated to attend the IAAB meeting while on an inspection tour of South American stations for UNESCO. Gilmore Nunn, president-general manager of the Nunn Stations, U. S. representative on the IAAB board, also is to attend.

Meetings and exhibitions will be housed in the Associated Newspapers Bldg., identified with ownership of radio stations there and which is installing Brazil's first TV station at Sao Paulo. Radio and TV manufacturers have been invited to show their products and stations in all counties are asked to send photos of their facilities for display.

IAAB's present board, in addition to Mr. Nunn, is composed of Goar Mestre of Cuba, president; Emilio Azcarraga, Mexico; L. Balerio Sicco, Uruguay; E. Machado de Assis, Brazil. Felix Muguerza is IAAB secretary. Election of a new board and selection of a country for the home office of IAAB also is scheduled.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by American

BEAUTIFUL BROWN EYES

On Records: Lisa Kirk-Hugo Winterhalter—Vic. 20-4062; Rosemary Clooney—Col. 39212; Jimmy Wakely—Cap. 1393; Art Mooney—MGM 10924; Doris Drew—Mer. 5370; Ted Maxim—Dec. 45130; Trio Los Mendoza—Col. 66092; Evelyn Knight—Dec. 17485; Harmony Bells—Dana 727.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

Radio's Power

(Continued from page 19)

as in past tests, that two separate markets exist—a radio market and a newspaper market—with very little overlap. The advertiser should use both markets, he said, on the basis of the point-of-sale tests since a large number of people not influenced by newspaper advertising can be profitably developed by use of radio.

In the Washington tests, conducted during January, two Sears Roebuck department stores lying outside the downtown business section were used. They are large stores, carrying complete lines of merchandise along with hard goods and heavy equipment. One is located on Wisconsin Ave., the other on Bladensburg Road.

The combined Sears results, based on test advertising of shoes, show that 59.6% of the customers learned about the shoes before coming into the stores.

26.7% learned through radio.
21.2% learned through newspapers.

Then it was found that a higher percentage of radio customers bought in the shoe departments (75%) than did newspaper customers (68.5%). A higher percentage of both customers (71.4%) bought than did newspaper customers.

How about dollar value of purchases made by customers?

Radio customers bought 32% of total.
Newspaper customers bought 20.8%.
Both radio and newspaper, 12.8%.
Other customers bought 34.7%.

("Other" customers did not state they had learned about the shoes directly through the advertising tests.)

Effect of radio advertising was found to be cumulative.

Radio's share rose from 16.3% of traffic the first day to 22.2% the second and 35.3% the third day.

Newspaper draw, on the other hand, was 21.4% the first day, 21.5% the second and 20.9% the third.

A higher percentage of newspaper customers lived outside Washington. Of special interest, it was pointed out by Mr. Strouse, was the fact that 11.6% of radio customers had not shopped before at the stores, compared to 1.1% of newspaper customers.

Of radio customers who had shopped at the stores before, 76.6% had shopped there within the month, compared to 81.6% in the case of newspapers.

Sears followed usual procedure in preparation of both newspaper and radio copy. Scheduling of broadcast time was left to the station manager in order to assure the merchant of as complete coverage of the radio audience as possible. Sears spent $336 for announcements on WWDC Jan. 17, 18, 19 and 20 and $336 for space in the *Times-Herald* Jan. 17, 18. In all tests WWDC gave the lowest discount on the rate card, as did newspapers.

Three types of shoes were advertised by Sears—misses' casual shoes for $3.44, children's shoes for $2.44 and men's work shoes for $4.44. Both newspaper and radio messages directed attention to these test items.

In the Bates Jewelers test the store advertised $19.95 watches, a sale price, spending $450 in the *Evening Star* and $450 on WWDC.

Radio's Return

It was found that radio produced 45.2% of the traffic, newspapers 37.4%.

However, radio produced 51.8% of the dollar value of purchases compared to 32.3% for newspapers, with more radio traffic making purchases than was the case with newspaper customers.

In the Kent's Jewelers test, men's and women's watches were advertised for $8.88. The store spent $350 in the *Times-Herald* and $350 on WWDC.

Radio produced 62.1% of the traffic, newspapers 16.1%. And radio produced 61.7% of the dollar value of purchases compared to 15.2% for newspapers.

The Julius Lansburg Furniture Co. test of transit radio has not been completely analyzed. Preliminary results show that transit and newspapers each produced 36.9% of the traffic and 39.5% of the percentage of customers purchasing.

Transit produced 35% of the dollar value of purchases, however, compared to the higher 40.4% for newspapers. Radio drew more traffic the final day of the test, rising from 14.3% to 53.3% in the three-day period. Newspapers drew 52.4% of traffic the first day but dropped to 20% the third day.

RADIO VS. NEWSPAPERS
Point-of-sale tests at two Sears Roebuck & Co. stores in Washington, D. C.

SEARS WISCONSIN AVE. STORE

	Radio	Newspapers	Both	Other	Total
% Traffic	32.4	15.9	13.1	38.6	100.0
% Purchasing Merchandise*	78.9	75.0	78.3	57.4	69.9
% Dollar Value Of Purchases*	33.9	16.8	13.9	35.4	100.0

SEARS BLADENSBURG RD. STORE

	Radio	Newspapers	Both	Other	Total
% Traffic	22.5	25.0	10.7	41.8	100.0
% Purchasing Merchandise*	7.9	65.6	65.4	51.0	60.7
% Dollar Value Of Purchases*	30.1	24.5	11.2	34.2	100.0

*Includes all purchases made in shoe department by customers showing an interest in the test merchandise.

Both—Any person who stated he both saw and heard test advertising.

Other—Any person who did not state he learned about merchandise directly through the advertising media tested.

LAST-MINUTE details for the Theatre Guild *command performance are checked by (l to r): Arthur Pryor Jr., vice president, BBDO; Carlisle MacDonald of U.S. Steel; Armina Marshall of the* Theatre Guild *and Syd Eiges, NBC vice president.*

* * *

RED CROSS DRIVE

Radio-TV Backing Is Given

VIGOROUS radio and television support for the 1951 $85 million fund drive by the American Red Cross will begin Feb. 27 when radio and TV networks will carry a mobilization rally in New York's Madison Square Garden.

Throughout the next day, Feb. 28, networks and some 2,000 stations will air special announcements on the appeal.

The Feb. 27 Garden show will be carried 10:30-11 p.m. by CBS, MBS, Liberty Broadcasting System, NBC, CBS-TV, ABC-TV and NBC-TV. ABC will broadcast the last 15 minutes, and DuMont will carry the last five minutes, during which President Truman will speak. Among notables to appear on the program are Brig. Gen. David Sarnoff, chairman of the board of RCA and national chairman of the 1951 Red Cross fund campaign.

The Red Cross also is distributing four 15-minute transcribed programs featuring top stars to about 2,000 stations as well as transcribed appeals for contributions. A television kit consisting of three one-minute documentary television trailers; five slides and cards with accompanying announcements, and oversize Red Cross buttons for telecasting is available from local Red Cross chapters.

A special documentary, *Thirty-Eighth Parallel*, will be broadcast by NBC March 12, 10:30-11 p.m. Gen. Sarnoff will speak on the program.

The NBC *Theatre Guild on the Air*, sponsored by U. S. Steel, originated yesterday (Sunday) at Constitution Hall, Washington, as part of the opening rally.

Edmund Morton

EDMUND R. MORTON, 54, pioneer in development of radar, sonar and other electronic devices, and engineer of Bell Telephone Labs., died Feb. 20 in Brooklyn Hospital, New York. Mr. Morton joined Bell Telephone Co. in 1923 and assisted in work on motors for the first TV system designed by Bell.

FOR DEPENDABLE SERVICE
look to ALLIED
for your station supplies

ALL STATION SUPPLIES
Our great in-stock resources (largest in the country) and close contacts with all manufacturers, guarantee the fastest, most complete equipment supply service for the BC and TV engineer.

SERVICE EVERYWHERE. Over 600 stations—coast to coast and border to border—look to dependable ALLIED for their station supplies and accessories.

PERSONAL EXPERT HANDLING. You get exactly what you want—when you want it! All station orders, large or small, get preferred speedy handling. Our Broadcast Division is headed by commercially licensed operators who cooperate intelligently to keep your station running at top efficiency at all times.

GET THIS CATALOG
Send for ALLIED'S 212-page Buying Guide, listing broadcast equipment and supplies ready for *immediate* shipment. Ask to be put on our "Broadcast Bulletin" mailing list.
Write to BROADCAST DIVISION

ALLIED RADIO
833 W. JACKSON BLVD., CHICAGO 7
Call: HAymarket 1-6800

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE"
Contact EDWARD PETRY CO
WBAL

PPEAL GRANTS

Court Action Draws Near

URT ACTION on three new als from FCC new-station ts draws nearer with the filing pposing and supporting briefs the U. S. Court of Appeals for District of Columbia. They con- AM grants at Dallas, Los An- and Cleveland.

KSEO Durant, Okla., has com- ed to the court that the Com- ion unlawfully effected modifi- n of its license by granting s broadcaster Roy Hofheinz W. N. Hooper a new outlet at s (KACE).

Huntington Broadcasting Co., applicant at Huntington k, Calif., to Coast Radio Broad- ing Corp. at Los Angeles KPOL), charged FCC ignored mparative findings required by w and used an improper prece- ent case, that of Belleville-East St. Louis, Ill.

Scripps-Howard Radio Inc., ap- aling FCC's new-station grant in leveland to Cleveland Broadcast- g Inc. (WERE), charged the ommission improperly inferred leveland Broadcasting to be bet- r qualified to operate the station, cluding the ground of greater iversification of the media of mass ommunication.

KSEO, 250-w daytimer on 750 c, contended the grant of KACE, 0 kw day, 5 kw night on 740 kc irectional, will cause the Durant tation to lose 34.4% of the area nd 41% of the population within s normally protected contour. The oss represents 69.5% of the popu- ation residing within KSEO's re- aining interference-free service rea, the station told the court.

Both KSEO and KACE are Class II stations, the Durant outlet ar- ued, and FCC illegally deprived KSEO of protection in making a rant which would cause the mount of interference alleged. KSEO contended FCC violated its wn rules and engineering stand- rds, as well as the Administrative Procedure Act, in making the Dal- as grant.

The Huntington Park applicant told the court that FCC specified Sec. 307(b) of the Communications Act (requiring equitable distribu- tion of stations) would apply, but then concluded it was unable to dis- tinguish between Huntington Park and Los Angeles on the basis of that section. The appellant states that at no point does the Commis- sion detail how it arrived at such a conclusion and asked the court to reverse the decision and remand the case to FCC.

FCC told the court it properly concluded both applicants sought to serve the same metropolitan dis- trict, Los Angeles, and hence felt the grant should go to KPOL for 5 kw day on 1540 kc. FCC's view was supported by KPOL's brief.

Scripps-Howard, which owns WEWS (TV) Cleveland, charged FCC improperly failed to base its conclusions upon a composite con- sideration of the material differ- ences between appellant and Cleve- land Broadcasting. Scripps-How- ard, under common ownership with the Cleveland *Press*, told the court if it was to be discriminated against because of newspaper affiliation, this policy must be set by Con- gress, not FCC.

FCC argued its conclusions con- sidered all proper comparative factors and its findings were ap- propriate grounds for decision. FCC also said its newspaper policy has been long standing and sup- ported by the court in many pre- vious cases. Cleveland Broadcast- ing's brief supported and supple- mented FCC's position.

KOZY DELETED

Pioneer FM Station Turns in License

PIONEER FM station KOZY (FM) Kansas City, owned by Everett L. Dillard's Commercial Radio Equipment Co., was deleted effective Feb. 15, the FCC reported last week. Done at the request of the licensee, the action was motivated by economic reasons, the Commission said.

KOZY, Class B outlet on Chan- nel 251 (98.1 mc) with effective radiated power of 9.7 kw, has been off the air for about a year, ever since the station lost the lease on its site, Mr. Dillard expalined last week.

Mr. Dillard also is licensee of WASH (FM) Washington, another pioneer FM outlet "which will con- tinue from where KOZY left off," he said. Difficulty in supervising KOZY's operation from Washing- ton also was mentioned by Mr. Dillard.

Mr. Dillard was one of the mov- ing forces behind formation of the FM Assn., which now has been merged with NAB. He is an ex- FMA president.

Kansas City now has only one authorized FM station in operation, KCMO-FM, which is a Transit Ra- dio outlet. A Class B station on Channel 235 (94.9 mc), it is owned by KCMO Inc.

Mr. Dillard put KOZY on the air in 1942 as K49KC, operating in the former FM "low band" near 50 mc. Much of the know-how used in establishing KOZY as a pioneer FM outlet came from Mr. Dillard's engineering work and ex- perimentation with FM and high frequency AM during the 1930s. Many of his findings are included in the records of FCC's 1938 FM hearing.

WASH (FM) went on the air under regular commercial opera- tion in December 1946. Prior to that Mr. Dillard operated the sta- tion experimentally as develop- mental outlet W3XL.

F. M. McGIVERN

Named New WCFL Manager

FRANK M. McGIVERN, publicity and promotion director of WCFL Chicago, has been promoted to sta- tion manager and administrative assistant to William A. Lee, presi- dent of the Chicago Federation of Labor which owns the station.

Mr. McGivern joined the station before the war as an announcer, in which capacity he had worked pre- viously. After four years of Army service, he returned to WCFL as publicity director. As station man- ager, he fills a vacancy created two years ago at the resignation of Howard Keegan.

WEBC LISTS

New Executive Appointments

APPOINTMENT of Clifford J. Lue, as sales manager, and of Earl Henton, as assistant manager, was announced last week by Walter C. Bridges, general manager of WEBC Duluth-Superior.

Mr. Lue joins WEBC with 10 years radio sales experience in the Head of the Lakes area. Married, Mr. Lue lives in Superior, Wis.

Mr. Henton, head of WEBC's news department since 1945, has been in radio since 1940.

Mr. Lue

Mr. Henton

FCC BUDGET

House Unit Hears Request

FCC WAS SLATED to testify last Friday before a House Appropria- tions subcommittee in executive session on the agency's fiscal 1952 budget request [BROADCASTING • TELECASTING, Feb. 19, Jan. 22].

President Truman has asked Congress to approve $6,850,000 for the FCC to carry on its operations. This figure represents an overall increase of 3.4% in the proposed allocation but a corresponding 1.4% decrease in funds for broadcast ac- tivities in comparison to fiscal 1951.

FCC APPROVES

Sale of KGW Portland

APPROVAL was granted by FCC last week to the $350,000 sale of KGW Portland, Ore., to the fam- ily of Samuel I. Newhouse, owner of WSYR-AM-FM-TV Syracuse, N. Y., and newspaper publisher [BROADCASTING • TELECASTING, Dec. 18, 1950].

Assigned 5 kw on 620 kc, KGW is licensed to Pioneer Broadcast- ers Inc. All stock in this firm is acquired by Mitzi E. Newhouse, Samuel I. Newhouse Jr. and Don- ald Newhouse, wife and sons of Mr. Newhouse. The senior New- house, who recently purchased the Portland *Oregonian* and who holds extensive newspaper interests in the East, will lend additional funds to his family to aid in the purchase of KGW.

Sellers of KGW include: The Scott Co., 230 sh.; Mr. F. W. Lead- better, 169 sh.; E. B. McNaughton, trustee, 122 sh.; Georgiana G. As- ton, 8-2/9 sh.; R. P. Gantenbein, 56-1/3 sh.; Rhoda J. Adams, 56-3/9 sh.; Portland Trust and Savings Bank, 48-1/9 sh.; Michael J. Frey, 10 sh.

WHOM-FM N. Y.

Goes on the Air Today

NEW YORK's newest frequency modulation station, WHOM-FM, will take to the air today (Mon- day) on Channel 222 with 11 kw.

The station will slant its pro- grams toward foreign-language and other specialized audiences, Fortune Pope, president of Atlan- tic Broadcasting Co., New York, which owns and operates WHOM, announced. He indicated too, that the new FM station will try to reach large segments of the for- eign language population which have either limited or no repre- sentation on the AM stations.

Starting today the station will be on the air 6½ hours daily, 2:30- 9 p.m. For the first week it will duplicate the station's AM pro- grams, but thereafter the pro- grams from 4-8 p.m. will be di- rected toward the Negro and Spanish markets.

THE ONE FOR 1951

See Centerspread This Issue

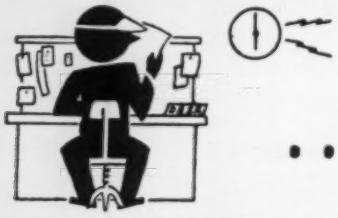
ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER



...at deadline

ILLINOIS GOV. STEVENSON LAUDS RADIO BEFORE IAB

LARGEST gathering of Illinois broadcasters in history Friday heard Illinois Governor Adlai E. Stevenson urge a larger radio bureau in the state capital "so that your listeners no longer will divide their interests between national, international and local issues, excluding state affairs."

Speaking before more than a hundred members and guests of the Illinois Broadcasters Assn. at the Leland Hotel in Springfield, the governor praised Illinois broadcasters for "constantly improving public information." Regarding defense, he said the medium has an "enormous job to do in expelling public apathy."

Oliver Gramling, assistant general manager of Associated Press, told IBA members some of those broadcasters who "sold news down the river" after World War II "missed a big bet in building commercial success."

Later, election of officers was held. Ray Livesay, WLBH Mattoon, was named president; Oliver Keller, WTAX Springfield, vice president, and Joseph Kirby, WKRS Waukegan, secretary-treasurer. Elected to the board of directors were Walter Rothschild, WTAD Quincy, and Harold Safford, WLS Chicago, retiring president. Mr. Rothschild replaced Arthur Harre, WJJD Chicago.

RCA, EMERSON PREPARING REPLIES IN COLOR MOTION

RCA and Emerson Radio & Phonograph Corp. Friday were preparing replies to FCC-Justice Dept.-CBS motion for U.S. Supreme Court affirmance of Chicago Federal District Court's dismissal of RCA suit against adoption of CBS color TV standards. Both replies to be filed today (Monday).

RCA reply is on behalf of itself and two subsidiaries, NBC and RCA Victor Distributing Corp. Emerson was one of intervenors on RCA's side in Chicago suit, which ended with temporary restraining order against commercial use of CBS color pending appeal on dismissal of RCA suit [BROADCASTING • TELECASTING, Dec. 25, 1950].

EDMUND P. PILLSBURY

EDMUND P. PILLSBURY, 31, vice president of Pillsbury Mills, Minneapolis, and son of Board Chairman John S. Pillsbury, killed when his plane crashed near Paxton, Neb., during sleet storm. He died shortly after crackup in Sutherland, Neb., hospital. Plane owned and piloted by flour mill executive, carried two friends, also of Minneapolis. Group was en route to Aspen, Colo., for vacation. Surviving are his widow, Priscilla, and two children, Priscilla, 10, and Edmund Jr., 8.

TV-COLLEGE MEETING

TV NETWORK representatives will meet with executives of National Collegiate Athletic Assn. at special session on TV rights to athletic events at LaSalle Hotel, Chicago, March 1, 2 and 3. Main business will be possible modification of January ban declared by NCAA, prohibiting member schools from telecasting football games.

JUDGE MILLER TO TOUR LATIN AMERICAN NATIONS

NAB Board Chairman Justin Miller to fly to Mexico City March 11 on first leg of Latin American tour on behalf of U. S. Advisory Commission on Information, of which he is member. He will inspect operations of U. S. information offices and evaluate Voice of America broadcasts.

From Mexico City Judge Miller will go to Sao Paulo, Brazil, where he will attend Inter-American Assn. of Broadcasters meeting, opening March 19 (see story, page 79). Gilmore N. Nunn, WLAP Lexington, Ky., District 7 director, will represent board as delegate.

CHICAGO TV OFFER REJECTED BY UNION

CHICAGO members of Television Authority unanimously rejected offers of three Chicago stations in all-day meeting, authorizing TVA board to call strike "if a satisfactory agreement is not reached promptly." Stations concerned are WENR-TV (ABC), WNBQ (NBC) and WBKB (CBS). WGN-TV (DuMont) withdrew from group negotiations two weeks ago, asking for separate consideration.

Negotiations hit half-dozen snags in final talks, although basic wages, working conditions and benefits had been set. Two contention points involve minimum fees and wages for sports announcers and reportedly new demand by telecasters for additional rehearsal time without extra payment. TVA board, after 30 meetings with broadcasters since November, will convene this morning (Monday) to discuss final word of management per membership order. Under terms of network agreement, network TVA contract is cancellable in 10 days if local negotiations break down.

CROSLEY TV OUTLETS ENTER PROFIT CATEGORY

CROSLEY Broadcasting Corp.'s television stations—WLWT Cincinnati, WLWC Columbus, and WLWD Dayton—moved into profit category during last quarter of 1950, according to annual report of Avco. Mfg. Corp., Crosley parent company. Report, released today (Monday), said Crosley's AM stations (WLW Cincinnati, WINS New York) "maintained a high sales level, only slightly less than the record year of 1949" and that "both stations have been able to maintain their rate structure and still show a low cost-per-impression for their advertisers."

Avco President Victor Emanuel said Avco in 1950 achieved highest sales and earnings in its history, with consolidated net income for fiscal year ended Nov. 30 totaling $12,635,633 compared with $4,150,466 in fiscal 1949. Consolidated net sales were $256,966,971, 87% gain over 1949's $137,398,554.

FINNEY NAMED V-P

PETER FINNEY, with Erwin, Wasey & Co., New York, several months, has been named vice president. He is service head on Admiral Corp. account.

Closed Circuit

(Continued from page 4)

TV. Move will raise TV budget from $800,000 to $1,300,000.

WHEN Senate Foreign Relations Committee holds hearings within next few weeks or months to consider ratification of NARBA Treaty, entailing revision of North American broadcast allocations, key figure favoring ratification expected to be Sen. Tobey (R-N. J.) who has transferred from Interstate Commerce to Foreign Affairs Committee. An old hand at radio and TV, he has been thoroughly indoctrinated on treaty issues.

AGITATION for investigation of Clear Channel Broadcasting Service, its financing and techniques, reportedly being stirred on Capitol Hill. Anti-Clear group, as yet unorganized but spear-headed by Ed Craney, director of XL stations in Pacific Northwest, has figured in activity surrounding CCBS opposition to NARBA treaty. CCBS claims its activities are an open book. FCC, State Dept., and non-clear stations are vigorously urging prompt ratification, with ABC also understood favoring treaty.

UPON APROVAL by FCC of sale of WTBO Cumberland, Md., to new company headed by Howard Chernoff, former general manager of West Virginia network, George Clinton, directing head of WPAR Parkersburg and WBLK Clarksburg, W. Va., will become directing head. Mr. Chernoff, now in Europe on duty for State Dept., does not plan to return to U.S. for number of months.

NEW SPONSOR LINEUP FOR SATURDAY REVUE

NEW LINEUP of sponsors on NBC-TV's 2½-hour *Saturday Night Revue* shaping up. Friday after Lehn & Fink Products Corp., New York, signed to sponsor opening 8-8:15 p.m. portion for Lysol and Hines Honey & Almond Cream, and Bymart Corp. signed for 8:15-8:30 p.m. spot for Tintair, effective last Saturday for 13 weeks.

They replace Campbell Soup Co., now sponsoring *Henry Morgan Show*, Friday, 9-9:30 p.m. Agency for Lehn & Fink is Lennen & Mitchell; for Bymart, Cecil & Presbrey.

WWL DROPS FM OUTLET

WWLH (FM), sister station of Loyola U.'s WWL New Orleans, Friday advised FCC it would cease operation midnight, Feb. 28. In letter to Commission, Rev. T. J. Shields, S.J., university president, explained, "We have been unsuccessful in establishing in New Orleans area a sufficient audience of FM listeners to justify continued operation." Station went on air Sept. 11, 1946.

AFRA HEARING SET

LEGAL action by Lang-Worth Program Services to enjoin AFRA strike activities (see story, page 33) set late Friday for hearing at 2 p.m. Tuesday before New York Supreme Court Judge Isidor Wasservogel, sitting in special term, Part 1.

MISS TRUMAN IN COLOR

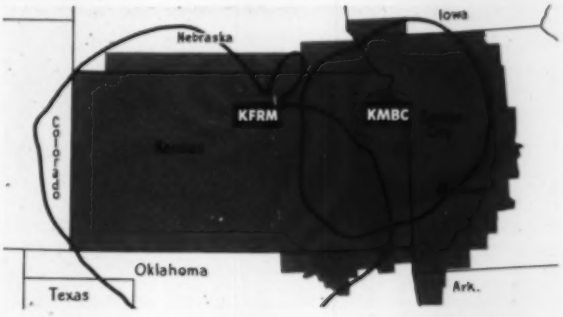
MARGARET TRUMAN was scheduled to make her first color TV appearance Saturday, presenting Police Athletic League award at National Photography Show, New York, before CBS color-TV cameras.

COMPTON ELECTS HISE

JOHN A. HISE, manager of merchandising department of Compton Adv., New York, elected vice president.

THE KANSAS CITY MARKET

Does Not Run in Circles!



Daytime half-millivolt contours shown in black.

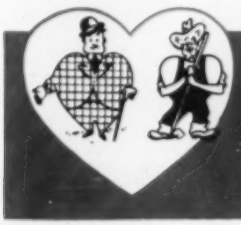
It's a Rectangle...

and The KMBC-KFRM Team Covers It More Effectively and Economically Than Ever Before!

During the past year The KMBC-KFRM Team has substantially increased an already comfortable lead audience-wise in the great rectangular Kansas City Primary Trade area. Proof lies in the result of a late 1950 survey made at the Kansas and Missouri State Fairs and at the American Royal.

The KMBC-KFRM Team has built effective and economical coverage of the territory without waste circulation but more important, *the building continues!*

Contact KMBC-KFRM, or any Free & Peters "Colonel" for full details on why The KMBC-KFRM Team is your *best buy* in the Heart of America.



The KMBC-KFRM Team

6TH OLDEST CBS AFFILIATE — PROGRAMMED BY KMBC